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THE NATIONAL **Provisioner**

THIS BUSINESS OF OURS



**Convention
Number**
October 26, 1935.

INSTITUTE of
AMERICAN
MEAT PACKERS

THE MODERN "BUFFALO" LINE OF

Investigate the phenomenal profit-producing record

The sensational "BUFFALO" Self-Emptying Silent Cutter has won nation-wide acclaim and acceptance as a necessary machine in the modern sausage plant for producing quality sausage profitably.

Cuts fine and mixes a batch of meat in 5½ to 9 minutes; empties it completely in less than 20 seconds. No hands need touch the meat; no complicated parts in the bowl. Simple, sturdy, mechanically perfect.



**MADE
IN
THREE
SIZES:**

**200 lb.
350 lb.
600 lb.
capacity**

A Partial List of Prominent Users of the Modern "BUFFALO" Self-Emptying Silent Cutter

ARMOUR AND COMPANY.....	20 Branches	ALBANY PACKING CO.....	Albany, N. Y.
THE CUDAHY PACKING CO.....	7 Branches	NATIONAL KOSHER MEAT PRODUCTS CORP.....	Bronx, N. Y.
WILSON & CO.....	4 Branches	FRANKLIN PROV. CO.....	Brooklyn, N. Y.
HYGRADE FOOD PRODUCTS CORP.....	3 Branches	ADOLF GOBEL, INC.....	Brooklyn, N. Y.
TOVREA PACKING CO.....	Phoenix, Ariz.	REX PROV. CO.....	Brooklyn, N. Y.
COAST PACKING CO.....	Los Angeles, Calif.	TRUNZ PORK STORES, INC.....	Brooklyn, N. Y.
NATIONAL CITY PACKING CO.....	National City, Calif.	DANAHY PACKING CO.....	Buffalo, N. Y.
PURETA SAUSAGE CO.....	Sacramento, Calif.	S. R. GERBER.....	Buffalo, N. Y.
NUCKOLLS PACKING CO.....	Pueblo, Colo.	HYGRADE FOOD PDTS. CORP.....	Buffalo, N. Y.
A. Y. O. PACKING CO.....	New Britain, Conn.	JOS. MALECKI.....	Buffalo, N. Y.
GEORGE GOLDBERG.....	New Haven, Conn.	JACOB FORST.....	Kingston, N. Y.
L. S. BRIGGS, INC.....	Washington, D. C.	MAJESTIC PROV. CO.....	New York, N. Y.
BUEHLER BROS., INC.....	Chicago, Ill.	JOHN MINDER & SONS, INC.....	New York, N. Y.
FUHRMAN & FORSTER.....	Chicago, Ill.	STAHL-MEYER, INC.....	New York, N. Y.
RICHTER'S FOOD PRODUCTS CO.....	Chicago, Ill.	SUGARDALE PROV. CO.....	Canton, Ohio
SCHMADEL PACKING & ICE CO.....	Evansville, Ind.	R. WILKE.....	Columbus, Ohio
EMGE & SONS.....	Ft. Branch, Ind.	J. FRED SCHMIDT PACKING CO.....	Columbus, Ohio
KINGAN & CO.....	Indianapolis, Ind.	THE WM. FOCKE'S SONS CO.....	Dayton, Ohio
RATH PACKING CO.....	Waterloo, Iowa	THE CHAS. SUCHER PKG. CO.....	Dayton, Ohio
ALBERT F. GOETZE, INC.....	Baltimore, Md.	HOGNER & CANTIENY, INC.....	Lima, Ohio
WM. SCHLUDERBERG-T. J. KURDLE CO.....	Baltimore, Md.	UNITED HOME DRESSED MEAT CO.....	Altoona, Pa.
CHAMBERLAIN & CO.....	Boston, Mass.	WEILAND PACKING CO.....	Phoenixville, Pa.
COLONIAL PROV. CO., INC.....	Boston, Mass.	PUNXSUTAWNEY BEEF & PROV. CO.....	Punxsutawney, Pa.
ESSEM PKG. CO., INC.....	Lawrence, Mass.	PROVIDENCE COMMISSION CO.....	Providence, R. I.
FIRST NATIONAL STORES, INC. (2).....	Somerville, Mass.	KINGAN & CO.....	Richmond, Va.
H. D. PEET CO.....	Bay City, Mich.	CARSTENS PACKING CO.....	Tacoma, Wash.
G. M. PEET PACKING CO.....	Chesaning, Mich.	S. S. LOGAN.....	Huntington, W. Va.
EASTERN MARKET SAUSAGE CO., INC.....	Detroit, Mich.	HYGRADE FOOD PDTS. CORP.....	Wheeling, W. Va.
HYGRADE FOOD PRODUCTS CORP.....	Detroit, Mich.	DRUMMOND PKG. CO.....	Eau Claire, Wisc.
LINCOLN PACKING CO.....	Lincoln, Nebr.	FRANK & COMPANY.....	Milwaukee, Wisc.
HENRY PFEIFER, INC.....	Newark, N. J.	FRED USINGER.....	Milwaukee, Wisc.
TAYLOR PACKING CO.....	Pleasantville, N. J.		

JOHN E. SMITH'S SONS CO.

BUFFALO, N. Y., U. S. A.

Manufacturers of "BUFFALO" Sausage Machines and Packing House Equipment

Chicago Office: 7 Dexter Park Ave., Union Stock Yards, Phone Boulevard 9020

Western Office: 2407 S. Main St., Los Angeles, Calif.

Canadian Office: 189 Church St., Toronto, Ont.

THE NATIONAL PROVISIONER, Vol. 93, No. 17. Published every Saturday by The National Provisioner, Inc., 407 S. Dearborn St. Chicago, Ill. Entered as second-class matter, Oct. 8, 1919, at the post office at Chicago, Ill., under act of March 3, 1879. Subscription Price: United States, \$3.00; Canada, \$6.50, including duty. All foreign countries in Postal Union, \$5.00.

SAUSAGE MACHINERY

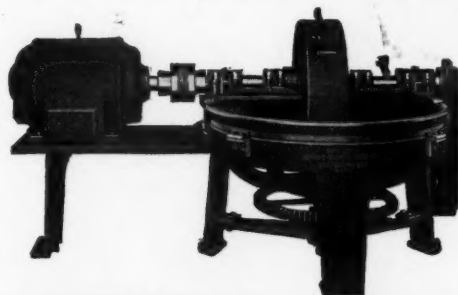
that has maintained "BUFFALO" leadership for 67 years!



**"BUFFALO"
Grinder**

Made with two feed screws; one for beef, the other for grinding pork without reducing motor speed. No heating, mashing or backing up of meat. Equipped with heavy roller thrust bearing, patented drain flange and silent chain drive.

Made in 5 Sizes



"BUFFALO" Silent Cutter

Cuts meat uniformly fine for highest quality sausage. A fast, powerful, greatly improved cutter that belongs in every modern sausage room.

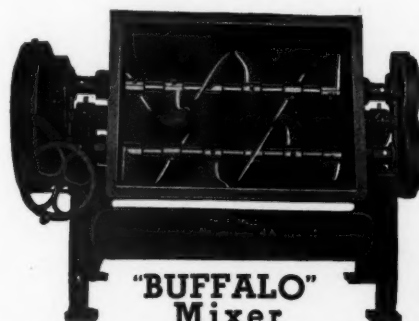
Made in 7 Sizes



**"BUFFALO"
Stuffer**

Equipped with patented leak-proof Superior piston; will not leak air, meat or water. Heavy, evenly balanced arch; improved, accident-proof safety ring. Will reduce casing loss, prevent air in sausage, save time and labor.

Made in 6 Sizes

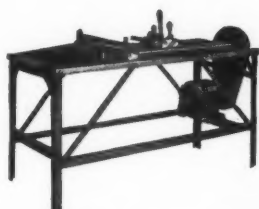


**"BUFFALO"
Mixer**

Specially designed mixing paddles give meat thorough mixing necessary to blend "cure" or spices with every particle of meat. Assures tasty, uniform flavor.

Made in 6 Sizes

These time and labor-saving machines are also included in the "BUFFALO" Line



"BUFFALO" Bacon Skinner

Removes rind from smoked bacon rapidly without leaving fat on rind. Reduces waste; saves time and labor.



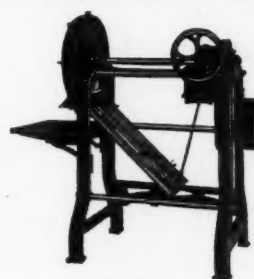
**"BUFFALO"
Patented
Casing
Applier**

Puts casings on stuffer tube 50% faster than by hand, without tearing casings or tiring operator. Pays for itself in a short time.



**"BUFFALO" Fat
Cutter**

Cuts uniform cubes for wide variety of sausage specialties. A great time and labor saver.



**"BUFFALO" Bias
Bacon Slicer**

Gives 41% increase in width of slices from thin bellies. Cuts straight or on the bias.

JOHN E. SMITH'S SONS CO.

BUFFALO, N. Y., U. S. A.

Manufacturers of "BUFFALO" Sausage Machines and Packing House Equipment

Chicago Office: 7 Dexter Park Ave., Union Stock Yards, Phone Boulevard 9020

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I'VE found AN

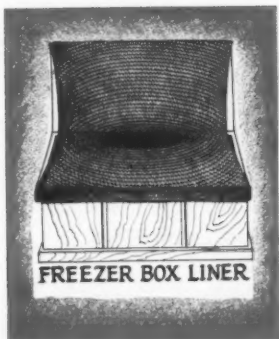
Save Money on Fresh and Cured Meats

On smoked products, there is less trim and correspondingly less waste. Shape of product is more uniform and attractive. The bright, attractive color of the product is maintained. No smudges! Shrinkage is definitely reduced.

On fresh meats, the product is protected against contamination. No soiled spots, no dirty smears! Meats are protected from bruises and handling losses. Neater appearance!

These factors *save money* in processing and shipping. And they make possible a finer product that sells at a higher price!

Write to



NEW WAY TO SAVE MONEY!

"I've found that by dealing with the Stockinette Leader with the *low freight rate*, that I can save money on the first cost of my stockinettes. I've found that the practical advice that I receive improves my processing methods and enables me to turn out a better product. My losses from contaminated and damaged meats are definitely reduced. And I've found that the meats I sell and process in stockinettes bring higher prices and sell better."

This packer's experience is not unusual. We could cite instance after instance, case after case, where this same situation is true. Our customers get the benefit of 21 years' experience in the manufacture and use of stockinettes. Every step of manufacture, from raw cotton to finished stockinette, is under constant supervision and control. This is done to assure you

of the highest quality that can be produced. And we keep an even closer check on developments in the meat packing plant to assist you in greatest possible benefit from the USE of stockinettes.

Quality Control Stockinettes are the finest stockinettes available. They serve you in a better way. Complete stocks are always available in any of the following types:

Complete Stock Always Available

Ham	Beef Hind	Sheep
Cali	Beef Fore	Veal Hind
Butt	Rib	Veal Fore
Ham Boiling	Chuck	Full Calf
Frank	Full Loin	Freezer
Pig	Short Loin	Box Liner
Bacon Slab	Round	Barrel or Tierce
Pork Loin	Whole Lamb	Liner

ALSO TUBING IN ROLLS

Cattle Wipe	Butt and Ham Tubing	Butt String
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SAMPLES ON REQUEST!

FRED C. CAHN, Inc.

222 West Adams Street

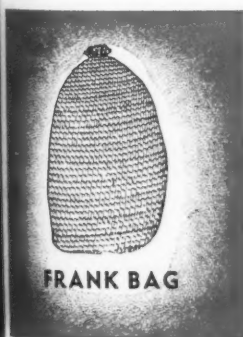
Chicago, Illinois

Selling Agent **THE ADLER CO.** *World's Largest Stockinette Knitters*

CINCINNATI, OHIO



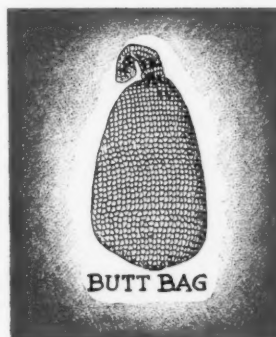
SHEEP BAG



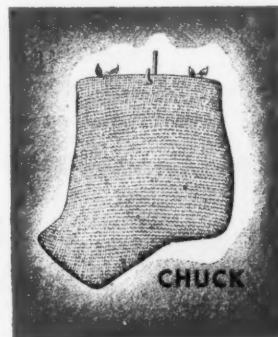
FRANK BAG



HAM BAG

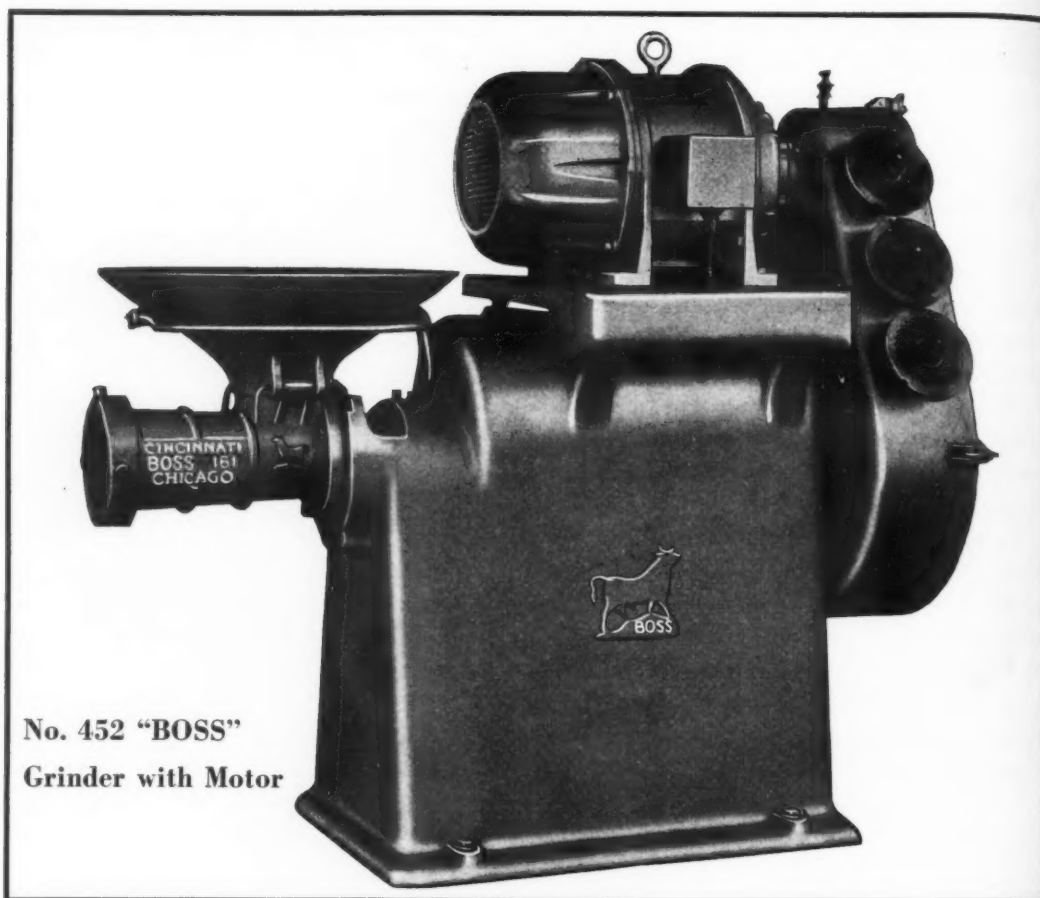


BUTT BAG



CHUCK

Outstanding "BOSS" DEVELOPMENTS



No. 452 "BOSS"
Grinder with Motor

The immediate acceptance and continued demand for superior, improved equipment is our constant urge for new developments.

Within the next few months we will celebrate our Golden Anniversary. Fifty years of development mark our footprints in the sands of time.

It has been our aim for a number of years to offer something new each year, or at least improve the design and construction of equipment accepted as standard in the industry.

The grinder is not a new development in the sausage room, but the No. 452 "BOSS" is full of improved design and the only similarity with the older models is in the cylinder and feed screw. We have even improved these parts by making them of cast steel and accurately machining the rifle bars, etc.

You must really see a No. 452 "BOSS" Grinder to appreciate the superior design and construction built into it.



THE CINCINNATI BUTCHERS' S

824 Exchange Ave., U. S. Yards
Chicago, Illinois

Mfr. "BOSS" Machines for Killing Saus

NTS INCREASE YOUR PROFITS!

Inasmuch as we could not begin to tell the story of "BOSS" Balanced-Power Rendering Equipment Developments in this space, we have issued a special Bulletin A-49.

Did You Get Yours?

This bulletin illustrates and describes the plant in which "BOSS" Rendering Equipment is built.

It shows and describes the new No. 30 "BOSS" Hog Shredder, the only Hog built solely for packing and rendering plant work.

It shows "BOSS" fusion-welded Cookers with steam engine and electric motor drives and tells where each fits into the picture. It also gives comparative operating tests and explains how you can figure your own requirements and determine how much you can save by installing "BOSS" Equipment.

The new Hydraulic Press with conveyor and conditioning trough is described, as is also the new batch measuring device which automatically regulates the thickness of the cakes and assures absolute uniformity.

Do You Know Why

it was necessary to build a special hog?
we recommend fusion-welded cookers?
we can use the exhaust steam of the engine?
we can improve your pressing results?

Read our A-49 Bulletin or call for our representative in your territory to explain these details. If you did not get our A-49 Bulletin at the convention or in the mail immediately

thereafter, just drop us a line. You will be interested in reading the letters which users of "BOSS" Balanced-Power Equipment have written us.



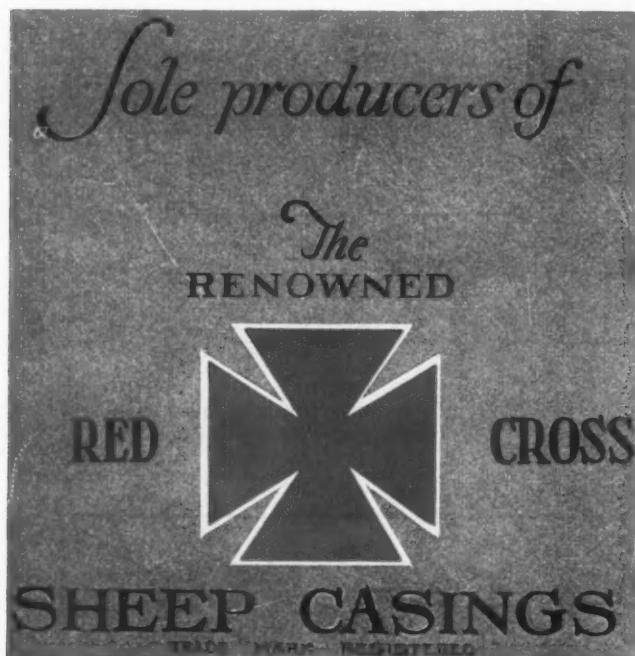
ERS' SUPPLY CORPORATION

or Killing Sausage Making, Rendering

1972-2008 Central Ave.
Cincinnati, Ohio



BRECHT



Four score years of preference by Sausage Manufacturers for Brecht Hog, Beef and Sheep Casings surely signifies superior quality. Discriminating manufacturers prefer Brecht Casings because they know that their perfect grading and uniform quality are always conducive to repeat sales. Perhaps you, too, are desirous of increasing your sales. If so, you owe it to yourself to use Brecht Casings.



The **BRECHT CORPORATION**
NEW YORK SAINT LOUIS HAMBURG BUENOS AIRES

BRECHTEEN

When long life is accompanied by evidence of increasing vitality in an institution, there must be an authentic reason for its existence. The Brechteen Corporation, a subsidiary of an institution with more than eighty years' experience in serving the meat industry, enjoys continual growth because of the merit of its product. Sausage Manufacturers by their ever increasing demand recognize that Brechteen is THE PERFECT SAUSAGE CASING. It is with pride that we look forward to continued progress assured through confidence in our institution by progressive sausage manufacturers everywhere. May we have your confidence likewise?



CASING
THE PERFECT SAUSAGE CASING

The
BRECHTEEN
Corporation
360 WEST 11TH STREET
NEW YORK

The Latest Scientific in Meat Grinder Plates and Knives



C. D. Plate and C. D. Cut-more Knife

The Famous C. D. Angle Hole Reversible Plates and C. D. Cut-more knives with changeable blades, as well as solid C. D. Knives are our latest scientific achievements in meat grinder plates and knives.

Cut the meat as clean as a meat rocker. Very little pressure is required to force the meat through the holes, the holes being drilled on an upward angle. The holes are spaced always in line with the cutting edge of knife, acting the same as a pair of scissors as well as the up and down movement of a rocker, always creating a clean, cold cut, eliminating friction, preserving the albumin content in the meat.

This means better binding quality absorbing and holding 10% more moisture in the smoking and cooking process. The results are a juicy and crisp sausage. Clean cutting also preserves the keeping quality thereby retaining its natural color. These are the outstanding achievements obtained by using the C. D. Angle Hole Reversible plates and C. D. or O. K. Knives.

For twenty years we have manufactured grinder plates

and knives and are constantly experimenting for improvements and perfection. We have perfected a special hard-steel alloy plate tempered by our own vacuum process to insure long life of plates and satisfactory service. They are an all-American product made by American workmen.

We can furnish plates of all dimensions from 2 to 24 inches in diameter. A plate with 3 holes or one with 4,000 holes. Plates for all purposes.

MEAT GRINDER PLATES

SOAP PRESSURE PLATES

CHICKEN FEED PLATES

FRUIT CRUSHER PLATES

PLATES WITH SQUARE, OBLONG, TRIANGULAR HOLES or whatever you may need we manufacture.

*Send for price list and
instructive information.*

THE SPECIALTY

Chas. W. Dieckmann

WESTERN BRANCH

fic Achievements

ives

The O. K. Knives with Double-Edged changeable blades have been on the market for over twenty years and still hold their superiority. They are a standard equipment in all the plants of large packers and most of the leading sausagemakers in the country.

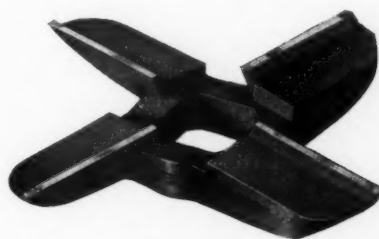
The New C. D. Blades have a $\frac{3}{8}$ " self-sharpening cutting edge. After the $\frac{3}{8}$ " is worn down, there is still an O. K. Blade left to be used.

The outstanding **16** reasons for their superiority over other makes of knives are:

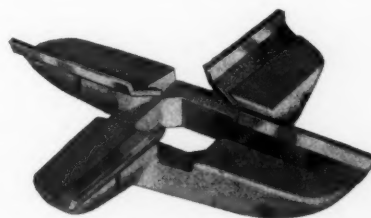
1. They are self-sharpening until worn down.
2. They have a $\frac{3}{8}$ " cutting edge.
3. There are no knobs on holder to interfere, getting full benefit of its $\frac{3}{8}$ " cutting edge to be worn down.
4. There are no knobs on holder to catch in holes of plates.
5. The blades are set in a safety groove, easily removed and changed, assuring a perfect fit *always*.
6. The cutting edge of the C. D. Cut-more Blades when wearing down do not increase the cutting surface against the plate as other makes of blades do.
7. They reduce the friction over $\frac{1}{3}$, thereby reducing the power consumption correspondingly.
8. The arms of the holder have the proper angle corresponding with the formation of holes in a C. D. Plate.
9. They have the proper temper assuring long satisfactory service. Made of alloy, 100% carbon steel.
10. The C. D. or O. K. Holders are of a special alloy and will last indefinitely.
11. They produce a shear cutting or rocker cutting effect corresponding with the holes in a C. D. Plate.
12. They are less expensive.
13. The C. D. Knives can be had in blades or in solid form—C. D. Knives.
14. The solid C. D. Cut-more Knives have a $\frac{3}{8}$ " cutting edge and need no re-sharpening. After the $\frac{3}{8}$ " curved cutting edge is worn down there is still a regular old style knife left to be used.
15. They are superior and guaranteed to outlast any other make of knife *three to one*.
16. They are an all-American product made by American workmen.



The O.K. Knife with Double Edged Blades.



The New C. D. Cut-more Solid Knife.



The New C. D. Cut-more Knife—Changeable Blades

LT Y MANUFACTURERS SALES CO.

ann 2021 GRACE STREET, CHICAGO, ILLINOIS

Phone LAReview 4325

BRANCH 2407 S. Main Street, Los Angeles, California

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Week ending October 26, 1935

Page 11

COMPLETE PRODUCT PROTECTION

AT NO EXTRA COST with these Modern STEEL DRUMS

Many Leading Packers have adopted these Modern Steel Containers — the finest and strongest made at no extra cost — for the shipment and handling of Lard, Shortenings, Oils, Meats, Gelatin and Soaps. This swing to Benetco Steel Packages is based upon sound, logical reasons and every day more and more companies are packaging and shipping their products in this modern manner.

These two essential factors are the reasons for this "swing to Benetco Steel Containers."

Complete and assured Product Protection from all outside contamination—and the positive preservation of the fine qualities that are made right in your product.

Added Sales Appeal and Product Prestige has invariably come to every product that has been shipped in Benetco Steel Containers, through the obvious added protection, and the secondary utility or resale value of the empty drum.

THE E-Z SEAL Full Removable Head Drum has now been adopted by many of the leaders as the *Standard* container for Lard, Shortening, Edible Gelatin, etc. Its Sanitary Baked-on Lining insures positive and complete protection. There are *no leakage or soakage losses* — and the Drum is perfectly sealed in transit keeping the product as fresh and clean as the day it was produced. Its utility for storage of other ingredients, and its high second-hand value, also causes *your customers to prefer* the products that come to them in these modern containers. (Request special folder on E-Z SEAL Drums.)

BENETCO OIL DRUMS are also furnished with Sanitary Protective Linings when required. These substantially made Steel Drums are regularly used for the shipment and handling of edible and inedible oils, liquid soap, etc. They are preferred because of their *durability* — *product protection* and *customer preference*.

BENETCO SOFT SOAP AND GREASE DRUMS — with specially adapted removable bolted covers are ideal for the shipment and dispensing of soft soaps. They can also be furnished with threaded openings for use with Solutionizers. They protect the product—

eliminate leakage and shrinkage losses — and provide a perfect container for handling these products.

BENETCO LIGHT GAUGE LARD CANS are made with slip-over covers that fit on tightly and can be securely fastened in place. These cans are so constructed that they can be safely stacked. They are available in a suitable variety of sizes — made of Steel with Sanitary Protective Linings, or made of Tin.

Request our New Catalog

"MODERN STEEL CONTAINERS"

Our new 128-page Catalog—a manual of Modern Steel Packages—will be sent upon request—without cost or obligation to you.



E-Z SEAL

Sanitary Lined — Perfect Sealing — Practical — The Ideal Container for Lard, Shortenings, and Meats, (30, 50 & 55-gallon sizes).

Soft Soap and Grease Drums

Perfect sealing and leak solution. Ideal container.

WILSON & BENNETT MFG. CO. Dept. 28
Sales Offices and Warehouse

AND ADDED SALEABILITY

3

MODERN FACTORIES

These three factories and twenty-seven warehouses and Sales Offices, insure unequalled service to you.



OIL DRUMS

Leakproof—Sturdy
—Safe and Convenient
—Regularly used for edible and inedible oils and other liquids. Supplied with Sanitary Linings when desired. (15, 30, 50 & 55-gallon sizes).



Soft Soap and Grease Drums

Perfect sealing, removable covers for easy filling and threaded openings to accommodate solutionizers make these the most practical containers for Soap products, (15, 30, 50 & 55-gallon sizes).



LARD CANS

Rigidly constructed—firm stacking—Covers that can be sealed on. Made of Steel—Sanitary Lined, or of Tin, (for 50 and 100 pounds of Lard or Shortening).

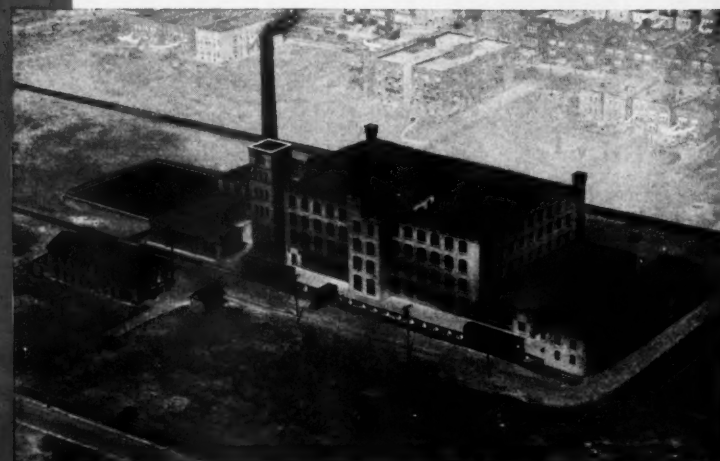


GENERAL OFFICES AND FACTORY

6833 So. Menard Ave.

CHICAGO, ILL.

Telephone: Republic 0200

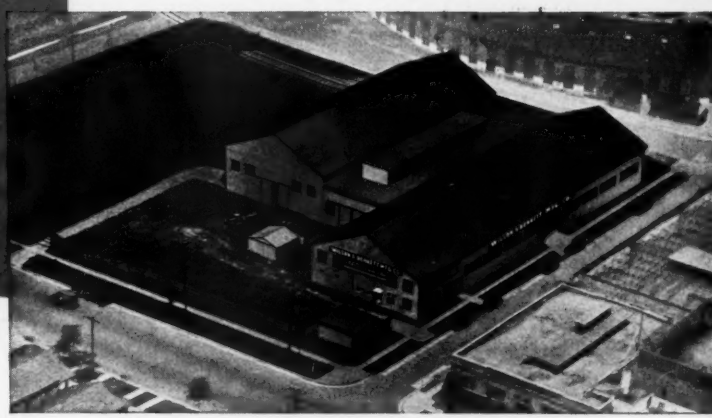


Jersey City Phone
Delaware 3-4700

EASTERN OFFICES AND FACTORY

353 Danforth Ave., JERSEY CITY, N. J.

New York Phone
Cortlandt 7-0231



SOUTHERN OFFICES AND FACTORY

Cortez and Bienville Sts.

NEW ORLEANS, LA.

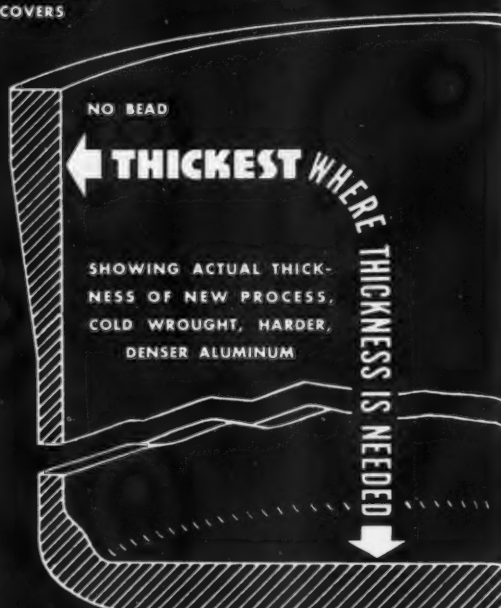
Telephone: Galvez 2171

CHICAGO—JERSEY CITY—NEW ORLEANS

Stocks in all principal cities

A GREAT ADVANCE IN CLEAN CONTAINERS

AVAILABLE WITH OR WITHOUT
NEW, THICKER COVERS



As a culmination of thirty-five years of progress, "Wear-Ever" has developed a remarkable "cold-wrought" process that produces a tougher, denser, harder Aluminum container than ever before. Rugged extra thickness and strength are wrought into the cold metal — WHERE YOU WANT IT. As a result, these containers are CLEANER, too; for not even a reinforcing bead is needed; not the tiniest seam. This radically improved new construction is now available up to the 40-quart size. Even the covers are now thicker, to hold their

shapes and fit accurately (sealing in steam, too, in heat-processing operations).

Being made of Aluminum — these containers can't rust, can't spot meats; nor affect color or taste. They resist meat acids; are easier to *keep* clean. They are economical to buy; never need tinning or plating; last indefinitely. Although super-strong, they are much lighter to handle. For prices, write THE ALUMINUM COOKING UTENSIL COMPANY, Desk J-470, 11th Street, New Kensington, Pa. *Offices in all principal cities.*

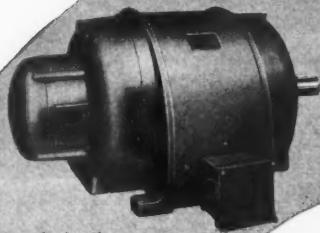
ALUMINUM . . . THE FOOD-FRIENDLY METAL



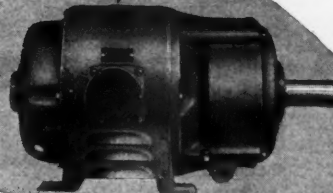
"Wear-Ever" ALUMINUM

THE STANDARD: WROUGHT OF EXTRA HARD, THICK ALUMINUM PLATE

WHICH MOTOR for Jobs Where There are SPLASHING LIQUIDS?



Wound-rotor induction motors for cranes, hoists, and other high-starting-torque jobs; also for speed control on fans



Gear-motors—compact, efficient low-speed drives for your conveyor, low-speed pumps, machine tools, etc.

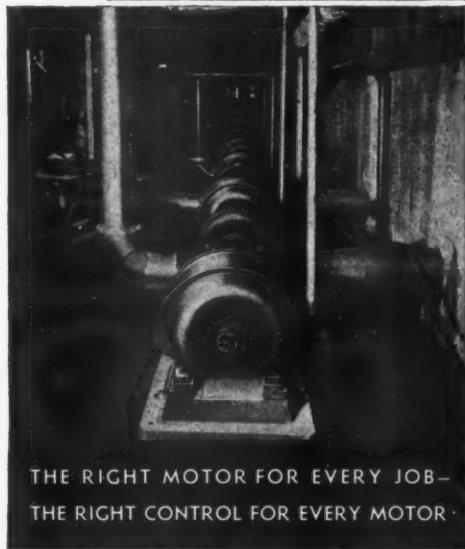


Squirrel-cage induction motors*—simple, sturdy motors for your run-of-the-plant jobs
*Typical of Frames 326 and smaller



Direct-current motors—use them where you want unusually fine speed control, or where your power is d-c.

The G-E Splashproof Motor



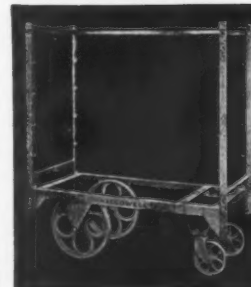
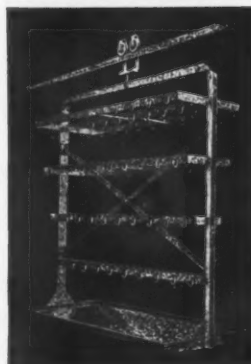
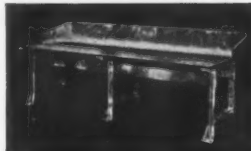
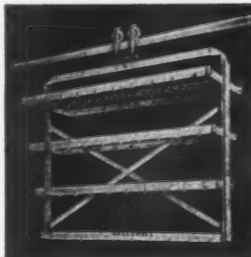
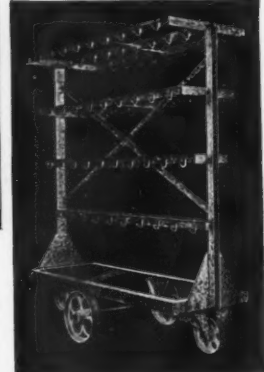
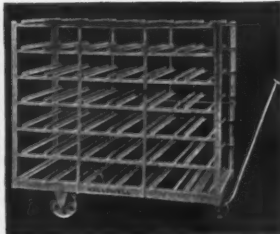
THE RIGHT MOTOR FOR EVERY JOB—
THE RIGHT CONTROL FOR EVERY MOTOR

If your machinery must be washed down, or if it operates where there are splashing or dripping liquids or falling particles, you can save money and get longer motor life and more dependable service if you use G-E splashproof motors and control for your jobs. Squirrel-cage induction, wound-rotor induction, synchronous, direct-current—whatever type of motor your job requires, we can supply you with the RIGHT motor, protected against splashing liquids or falling particles.

Have you a job for a splashproof motor in your plant? If so, why not see a sales engineer in the nearest G-E office? He's well grounded in motor application, and back of him is General Electric's more than 40 years' experience in the design, manufacture, and application of motors for industry. All this experience is available to help you get the most profitable solution of your drive problems. General Electric, Schenectady, N. Y.

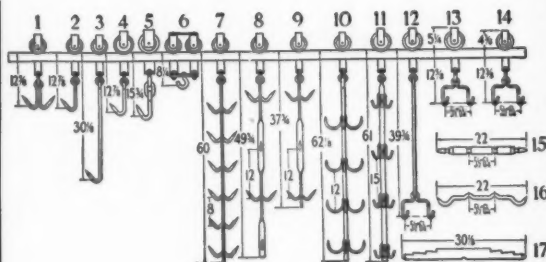
020-105

GENERAL ELECTRIC



"HALLOWELL"

Packing Plant Equipment



"Hallowell" Trolleys, Hooks, etc.

The border around this ad gives a fair though incomplete idea of the extensive line of our "HALLOWELL" Packing Plant Equipment. It should not be overlooked, however, that the "HALLOWELL" Equipment possesses a great many novel and decidedly outstanding features of improved design, and in addition that it is of the same high quality as our other nationally known "HALLOWELL" Products.

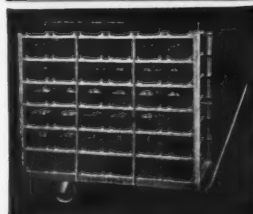
Be Sure To Get Our Packing Plant Equipment Bulletin 482

STANDARD PRESSED STEEL CO.

BRANCHES
BOSTON
CHICAGO
DETROIT

JENKINTOWN, PENNA.
BOX 550

BRANCHES
NEW YORK
SAN FRANCISCO
ST. LOUIS



PRAGUE POWDER

Offering **THE BIG THREE**

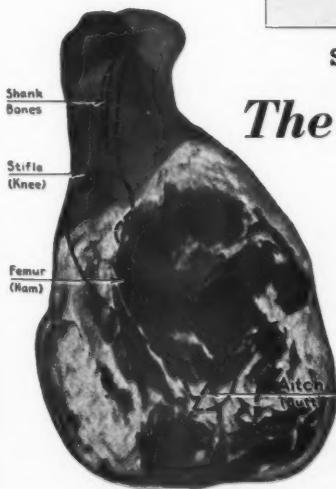
... You Cannot Beat It



**PRAGUE
POWDER**

is Made under
GRIFFITH'S
Process Patents,

PRAGUE CURE
is "America's
Perfect Cure"

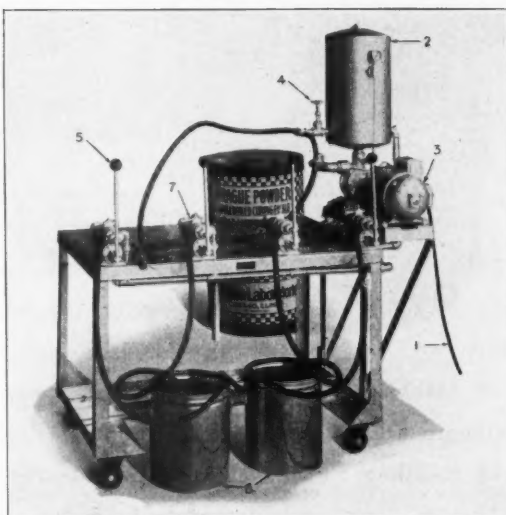


Make Prague Powder Pickle

PRAGUE POWDER has all the curing elements combined in each particle and dissolves quickly in the pickle, CREATING a LASTING BLOOM on the LEAN of the MEATS, leaving no bitterness and no burning.

PRAGUE POWDER mixture rubs on Bacon and dissolves like snow. It makes a more tender meat — adds richness to the color and ripeness to the flavor.

*Your Pumping Methods
Can Be Improved! Try*
BIG BOY PICKLE PUMP



Style No. 1—Central plant station.

The Public Demands Quality and Style

—We recommend 2½ to 3 ozs. to the stitch.

PRAGUE POWDER pickle gives to the short-time cure a rich, mellow flavor. Your Ham and Bacon will smoke well, and hold the color.

YOU CAN SAFELY USE PRAGUE POWDER

Meets B. A. I. Requirements

GRIFFITH LABORATORIES

1415-25 West 37th Street,

Chicago, Illinois

Canadian Address: 1 Industrial St., Leaside, Toronto

Dear Sir:

You were at the Convention and saw the objects here displayed. You have had two years' experience with Prague Powder cures. You know how Science, in curing, is advancing. The Griffith Laboratories is enlarging its power for good. We can serve you in many fields. We are ready to serve you. We ask you to bring your problems to us. Our staff will give willingly their best.

Yours truly,

E. L. GRIFFITH,

President

BALANCED FEATURES Make Hackney Containers Economical for Packers



• Seamless removable head bilged barrel with single bolt closure—for shipment and handling of animal shortenings, powdered and other products.

In the design and construction of Hackney Containers there is a balance of strength with weight that means long life, ease of handling, and year-around economy.

Weight is kept to the minimum, without sacrificing the all-important feature of container strength.

Hackney barrels and drums are designed to make filling and emptying fast and easy. The smooth, wide chimes, and obstruction-free walls assure complete cleanability.

Balanced features have helped to win acceptance for Hackney Containers with 77 leading packers.

PRESSED STEEL TANK COMPANY

208 S. La Salle St. Bldg., Room 1187, Chicago, Ill.

1385 Vanderbilt Concourse Bldg., New York, N. Y.

8635 Greenfield Ave., Milwaukee, Wis.

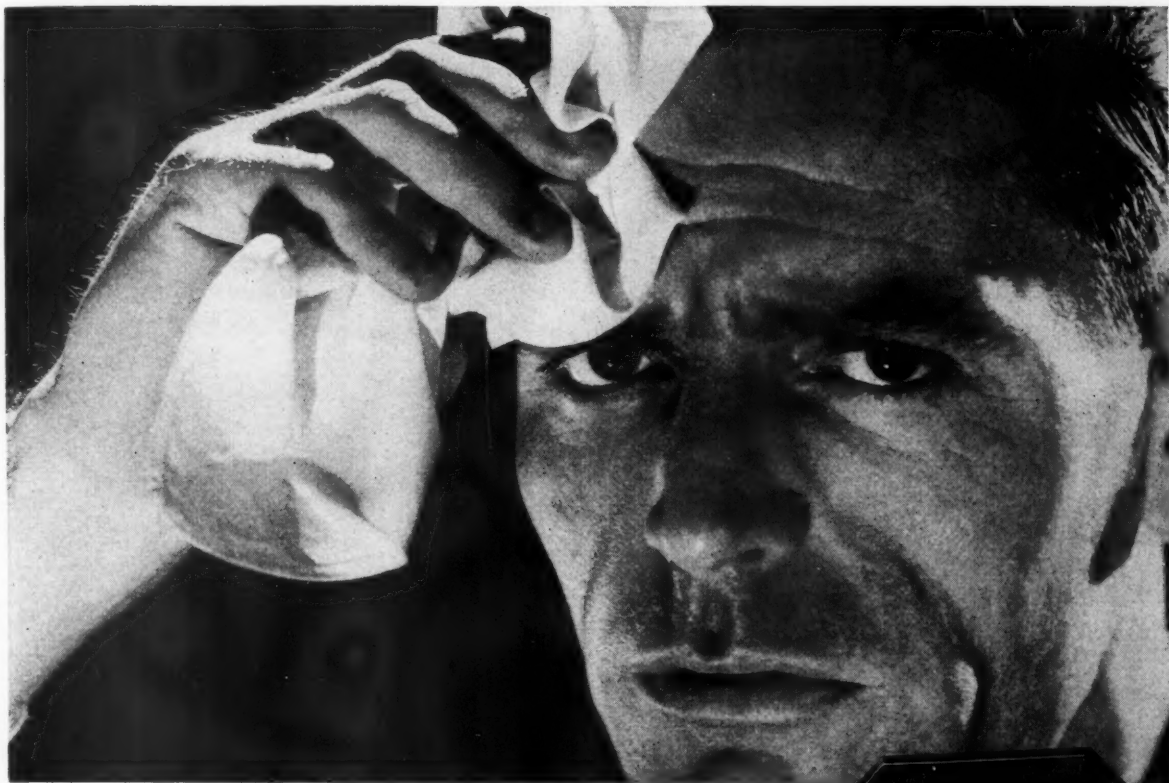
673 Roosevelt Bldg., Los Angeles, Cal.

Hackney
MILWAUKEE

CONTAINERS FOR GASES, LIQUIDS AND SOLIDS

WHAT A DIFFERENCE

a few degrees make!



They may make you feel uncomfortable only or cost you many dollars in shrink and off-quality products

AVOID COSTLY SHRINK!

WHEN the temperature goes up, nothing much happens USUALLY. But the change that makes you mop your brow can do a lot of damage in your smokehouse. There, any change in temperature exacts a penalty in shrink...in off-color and lower-quality meat products.

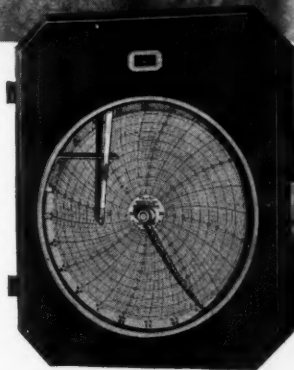
In many instances, variations in smokehouse temperatures have been unsuspected. Packers have suddenly awakened to the fact that smoking costs have been far too high. They have discovered temperature variations as high as 45 to 50 degrees in different parts of their smokehouses. The reason? Inexact methods of measuring temperature and watching for any variations that might occur.

But now many of these same packers have found a way to prevent costly shrink and guard their products. The Taylor Smokehouse Recording Thermometer, developed especially for

smokehouse use, today warns of temperature variations. It writes a correct, automatic and permanent record of temperature covering every hour of the day.

The Taylor Recorder has a new, practically frictionless mechanism that contains many important refinements. This mechanism is housed in a one-piece diecast aluminum case that resists dust, moisture and fumes. The special armor and 18-8 Stainless Steel bulb resist the corrosive action of smoke—insuring long service.

Leading packers have found that this accurate, durable Recorder pays for itself in savings within a few months. See how you can save money and assure high quality meats. Send for the facts about the Taylor Smokehouse Recording Thermometer today. Write the Taylor Instrument Companies, Rochester, N. Y., or Toronto, Canada. Manufacturers in Great Britain—Short & Mason, Ltd., London, England.



Refinements and improvements in the mechanism and construction of this new Taylor Recorder for smokehouses make it one of the finest examples of precision instruments produced today.

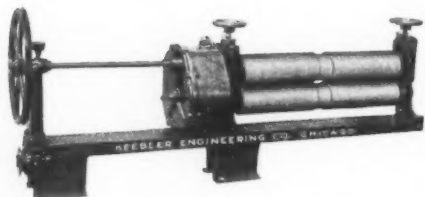
Taylor

Indicating / Recording Controlling

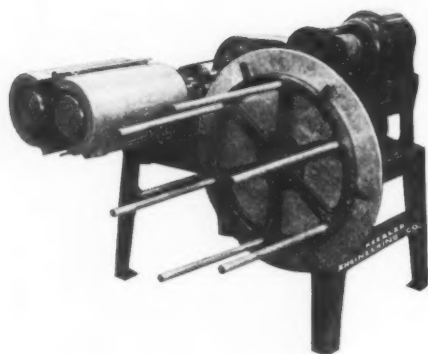
TEMPERATURE, PRESSURE and
FLOW INSTRUMENTS

COMPETITION *demands* modern equipment

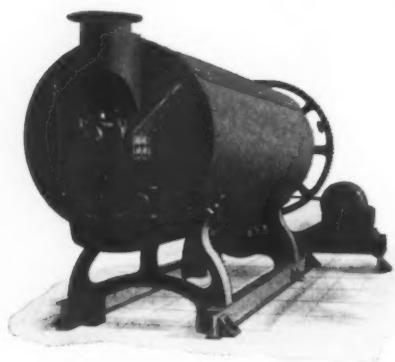
Recent developments in the handling of casings, for instance, reduce the labor cost considerably, speed up production and produce a superior product.



-
- Stripping roll attachment for your present beef casing cleaning machine—saves the labor of one man.
-



-
- Beef casing cleaning machine — with roller bearings — less power required — increased production — lower maintenance.
-



-
- Improved cookers and dryers — complete rendering equipment also killing floor and by-product machinery.
-

WE also have recently developed combination machines consisting of crusher and cleaning machine—also stripper and cleaning machine—both of which effect positive labor saving — information gladly furnished.

*It Will Pay You Big Dividends to Bring
Your Equipment Up to Date*

KEEBLER ENGINEERING CO.
1636 West 63rd Street, Chicago, Ill.

KEATING EQUIPMENT CO.
30 Church Street, New York, N. Y.

Let these **SEVEN FEATURES**

guide you to sausage cooking economy

1.
COOKS COMPLETE
BATCH OF SAU-
SAGE AT ONE
TIME.

2.
COSTS MUCH LESS
AND REQUIRES
LESS TIME TO
OPERATE.

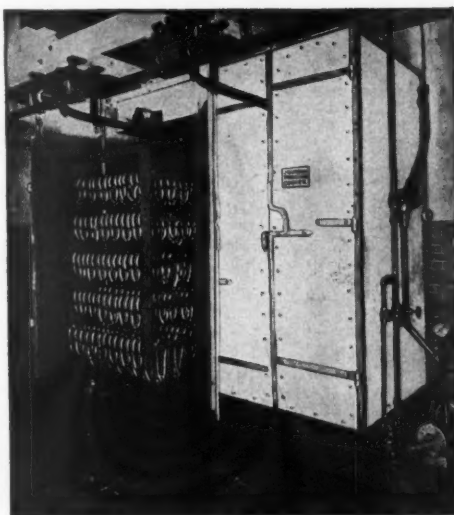
3.
PRODUCES SU-
PERIOR PRODUCT
AT ALL TIMES.

4.
LARGE
SAVINGS
IN SHRINK

5.
NO TANGLED,
BURST OR BROK-
EN SAUSAGE.

6.
APPLIES COLOR
AT SAME TIME
SAUSAGE IS
COOKED.

7.
MODELS FOR
EVERY SPACE RE-
QUIREMENT.



JOURDAN PROCESS COOKER

The JOURDAN PROCESS COOKER operates in a radically different way, accomplishes startlingly different results. The circulating, percolating cooking action of the cooker cooks every piece of sausage exactly the same length of time, with greatly reduced shrink. Where color is desired, this is accomplished at the same time sausage is cooked!

The JOURDAN Process Cooker is manufactured under U. S. Patents No. 1,690,449 dated Nov. 6, 1928, and No. 1,921,231 dated Aug. 8, 1933. Other Patents Pending.

The way to sausage profits is through economies—economies all down the line. The JOURDAN Process Cooker gives sausage cooking results that are immediately evident in the form of reduced labor costs, improved product, lower operating costs and increased selling prices!

These results are being attained **every day** in the plants of prominent sausage manufacturers from coast to coast—users who testify that they get uniform results at all times, that the cooker pays for itself through shrink reduction and labor savings.

The JOURDAN Process Cooker cooks sausage faster, better, at lower cost. No burst, broken or tangled sausage. No spotty, greasy-looking product. No overcooked or undercooked sausage. And results are always uniform because the complete cooking operation is under automatic control.

The JOURDAN Process Cooker is the finest sausage cooker ever invented. You can't afford to be satisfied with less! New low prices are now in effect—**write for the full details today!**

JOURDAN PROCESS COOKER CO.

814-32 West 20th Street, Chicago, Illinois

MOTOCO

RECORDING and DIAL INDICATING THERMOMETERS



MOTOCO Industrial Instruments have proven their dependability through many years of service on all classes of equipment requiring accurate temperature indication.

The application of MOTOCO Industrial instruments to any equipment or operation on which close temperature regulation is an essential factor, is your assurance of greater efficiency and economy.

The MOTOCO solid liquid-filled movement is of exclusive Moto Meter design; sturdily constructed to give long life service under all operating conditions. MOTOCO Industrial Instruments have evenly calibrated, easy reading scales; movements are fully compensated and dial readings represent true temperatures at the point of bulb installation.

The MOTOCO LINE includes Dial Indicating Distance Reading Thermometers; Recording Thermometers; Recording Pressure, Vacuum and Compound Gauges; and Industrial Pressure, Vacuum and Compound Gauges.

Literature descriptive of all MOTOCO products will be forwarded to you upon receiving your request.



**MOTOMETER DIVISION OF
THE ELECTRIC AUTO-LITE COMPANY
LA CROSSE, WISCONSIN**

To those Packers

who recognize the possibilities for profits from reduced power and processing costs by installing modern machinery . . .

Worthington offers a comprehensive line of modern, efficient equipment developed upon the accumulated successful experience of over 90 years in the power service field, with the advice of qualified Worthington engineers to assure the correct selection for every condition.



REFRIGERATION EQUIPMENT*
AIR CONDITIONING EQUIPMENT*
AIR AND GAS COMPRESSORS
CENTRIFUGAL PUMPS
STEAM PUMPS
POWER PUMPS
DEEP WELL PUMPS
FEEDWATER HEATERS
STEAM CONDENSERS
DIESEL ENGINES
GAS ENGINES
V-BELT DRIVES
LIQUID METERS*

*Products of Subsidiaries

In a variety of services for the steam plant . . . in compressed air service of every type . . . in innumerable pumping applications for process or water supply . . . in refrigeration and air conditioning . . . in the generation of power . . . in power transmission . . . Worthington equipment has built a reputation throughout the world for unsurpassed performance and economy in every field and service.

WORTHINGTON PUMP AND MACHINERY CORPORATION

General Offices: **HARRISON, NEW JERSEY** - Branch Offices and Representatives in Principal Cities throughout the World

WORTHINGTON

ATLANTA
BOSTON
BUFFALO
CHICAGO

CINCINNATI
CLEVELAND
DALLAS
DENVER

DETROIT
EL PASO
HOUSTON
KANSAS CITY



LOS ANGELES
NEW ORLEANS
NEW YORK
PHILADELPHIA

PITTSBURGH
ST. LOUIS
ST. PAUL
SAN FRANCISCO

SEATTLE
TULSA
WASHINGTON



BRAND'S

REVOLVING TRACK

SMOKE-HOUSE

AND MORTADELLA OVEN

Saves \$1,500 to \$2,000 Yearly

Get *Greater Yields* at *Lower Operating Costs*
and *Increase Your Profits*

Let *Better Looking, More Uniform Products*
Build Up Your Smoked Sausage Sales

POSITIVE ADVANTAGES:

Goods turned around continually. Tremendous savings in artificial casing breakage. Thorough distribution of heat and smoke. Perfect temperature control. No forced draft of any kind required. Much lower power and fuel costs. Cages furnished have 50% greater capacity. No manual turning needed. Goods rolled in and out only once. Handling costs reduced over half. Uniformly dried and smoked. Less shrink. No condensation or black water drip. Fits your present cages and trees. Has given excellent service for from 1 to 5 years in the following modern plants using from 1 to 8 units:—



IT'S THE TALK OF
THE INDUSTRY!



Brand's
new
system
Rotary
Oven

Gas-fired. Produces finer flavored meat
loaves at lower cost. Over
100 in use. 6 sizes.



Brand's
Boiling
Tank

Gas-fired.
Equipped
with steam
coils if de-
sired. Ca-
pacities
from 13 to
90 hams.

Albert F. Goetze, Inc. Baltimore, Md.
John A. Gebelein . . . Baltimore, Md.
N. Auth Prov. Co. . . . Wash., D. C.
Karl Seiler & Son . . Philadelphia, Pa.
Otto Koenig & Son . . Newark, N. J.
Pasco Meat Products. Newark, N. J.
J. Martinec Pkg. Co. . Scotia, N. Y.

Fritz Helmbold Troy, N. Y.
Chamberlain & Co. . . Boston, Mass.
Joseph Toegemann, Inc. Prov., R. I.
Joseph F. Jordan . . . Portland, Me.
Jamaica Hotel Sup. Jamaica, N. Y.
Sunrise Pkg. Corp. . New York City
Fischer & Co. New York City
Lykes Bros., S. A. . . . Havana, Cuba

You can now buy Brand's Revolving Track Smokehouse
on 3 year modernization loan basis and its profits will
take care of your monthly payments with extra money
left over for you. Write *now* for this information.

BRAND BROS., INC.

SAUSAGE CASINGS

410-12 East 49th Street + NEW YORK, N. Y.

The Swing is to PETERS

Look at this list of
PETERS *Users and judge for yourself!*

Alabama Packing Co.	Adolf Gobel, Inc.	Portsmouth Cotton Oil
Albany Packing Co.	The Golden State Co., Ltd.	Refining Corp.
Allied Packers, Inc.	Gunn's Limited	Procter & Gamble Co.
American Pkg. & Prov. Co.	Harding Cream Co.	Rath Packing Co.
Armour and Company	Harris Abattoir Co.	Reliable Packing Co.
Beatrice Creamery Co.	Hatley Bros. Co.	Roberts & Oake
Beech-Nut Packing Co.	Hills Bros. Co.	Rochester Packing Co.
Borden Co.	Geo. A. Hormel & Co.	Ronzoni Macaroni Co.
P. Burns & Co., Ltd.	Illinois Meat Co.	St. Louis Independent Pkg.
Canada Packers, Ltd.	International Vegetable Oil	Co.
Capital City Products Co.	Co.	Scala Packing Co.
Chamberlain & Co., Inc.	Johnson Educator Food	J. M. Schneider & Sons
Chicago Butchers Calf Skin	Robert A. Johnston Co.	Schroth, J. & F. Pkg. Co.
Assn.	Jurge Baking Co.	Southern Cotton Oil Co.
Chitwood Packing Co.	The E. Kahn's Sons Co.	The Steiner Packing Co.
Columbus Packing Co.	Kingan & Co.	Chas. Sucher Packing Co.
Cudahy Packing Co.	Kraft-Phenix Cheese Co.	Swift & Company
John R. Daily, Inc.	Krey Packing Co.	Taggart Biscuit Co.
Danahy Packing Co.	Loose-Wiles Biscuit Co.	Tovrea Packing Co.
R. B. Davis Co.	J. T. McMillan Co.	United Biscuit Co.
Jacob Dold Packing Co.	Miller-Parrott Bakery Co.	Van Camp Oil Prod. Co.
Drummond Packing Co.	John Morrell & Co.	Varies Baking Co.
Elliott & Co.	National Biscuit Co.	Vette & Zunker
John J. Felin & Co., Inc.	North Packing & Provision	C. F. Vissman & Co.
Field Packing Co.	Co.	F. G. Vogt & Sons, Inc.
Fontana Food Products	Pabst Corporation	Ward Baking Co.
Jacob Forst Packing Co.	Georges Pellerin, France	John Wenzel Co., Inc.
Fried & Reineman Pkg. Co.	Peters Packing Co.	Wilmington Provision Co.
Fuhrman & Forster		Wilson & Co.



PETERS PACKAGING EQUIPMENT

The PETERS Senior Forming and Lining Machine, equipped with automatic carton and liner feed, handles up to 60 cartons per minute! PETERS® Senior Folding and Closing Machine runs in exact harmony with the Senior Forming and Lining Machine, gives added savings. Either machine can be used separately, with or without automatic feed.

The PETERS Junior Forming and Lining Machine handles 35 to 40 cartons per minute. By adding the PETERS Junior Folding and Closing Machine a complete unit for forming, lining, folding and closing cartons is available—a unit that enables one operator to exceed the speed of SIX girls working by hand.

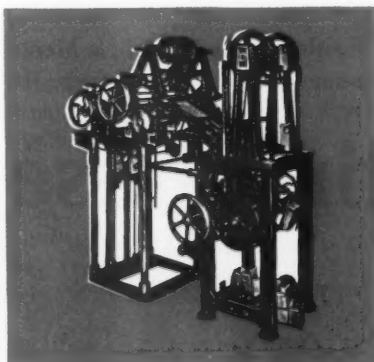
If you are looking for operating economy, economy that pays profits by cutting costs, get the details about PETERS Packaging Machines!

Join the Peters Parade to Packaging Profit!

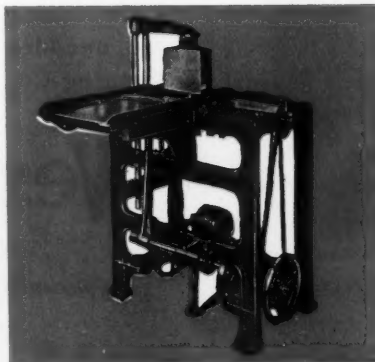
PETERS MACHINERY CO.

4700 Ravenswood Avenue

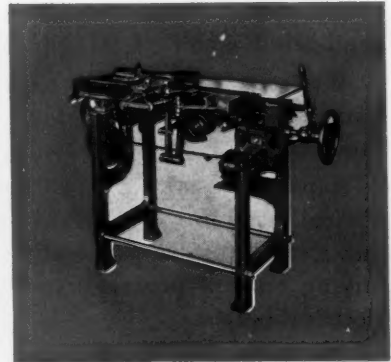
Chicago, Illinois



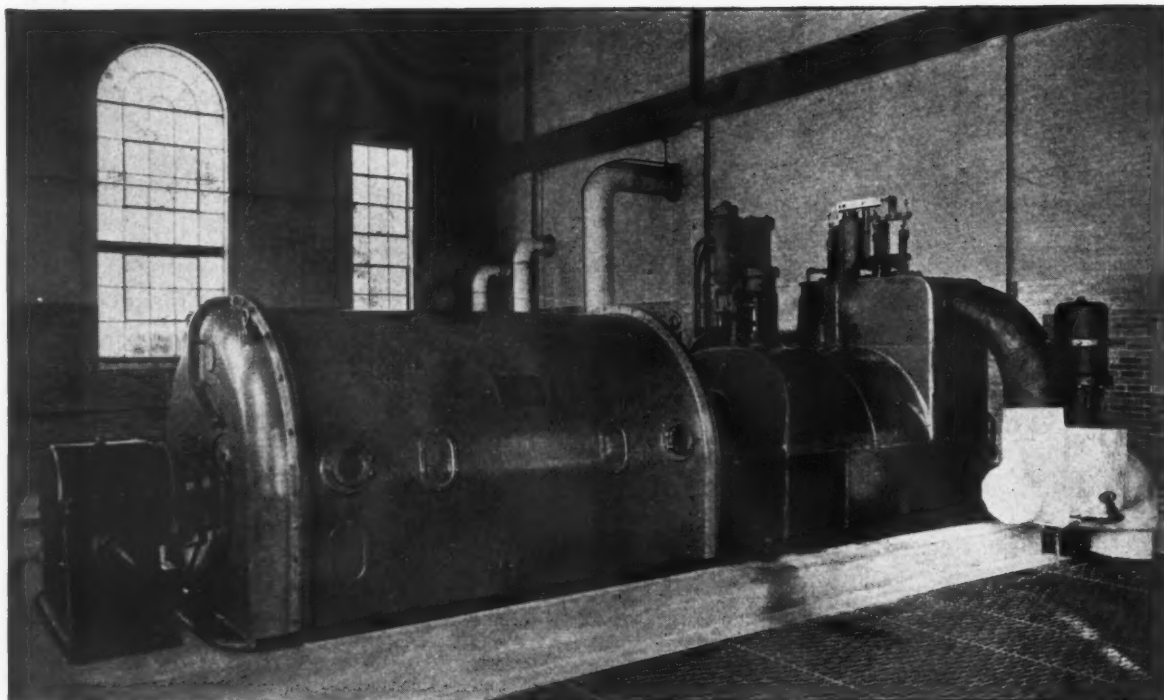
PETERS Senior Forming and Lining Machine
with automatic feed.



PETERS Junior Forming and Lining Machine.
Handles many sizes!



PETERS Junior Folding and Closing Machine.
Completely automatic!



Consult Westinghouse

FOR YOUR PACKING PLANT STEAM TURBINE REQUIREMENTS

EXPERIENCE gained during more than 36 years of turbine design and manufacture, provides Westinghouse engineers with a fund of knowledge that assures the correct turbine application in meat packing plants.

Westinghouse Turbines have many unusual features that contribute to long life, low maintenance and economical operation:

A perfected system of automatic hydraulic control maintains the turbine speed and process steam pressure practically constant under varying rates of process steam extraction and electrical output.

The turbine requires no internal lubrication; therefore, process steam is clean and suitable

for direct use in cooking, rendering and other process operations. Water-sealed glands prevent leakage of steam or admission of air.

For complete information, call our office near you, or address Westinghouse Electric & Manufacturing Co., Room 5-N, East Pittsburgh, Pa.

Westinghouse

T 79993

Quality workmanship.

guarantees every Westinghouse product



TRADE **YALE** MARK
HAND LIFT

TRUCKS

Contribute vitally
important economy
factors in

PRODUCTION CONTROL

What is *Production Control*?

Briefly described, *Production Control* comprises planning, routing, scheduling, dispatching and inspecting functions so organized that movements of material, performance of machines, and operations of labor, however subdivided, are controlled and coordinated as to quantity, quality, time and place. (From COST AND PRODUCTION HANDBOOK.)

What part do YALE TRUCKS have in *Production Control*?

The YALE HAND LIFT TRUCK and Skid Platform System constitutes one of the most important factors in *Production Control*. It simplifies the routing and regularizes the flow of production from raw materials to finished product . . . speeds up the transportation of materials from warehouse to machines, from one line of machines to another in the progressive stages of production and from the final stage to shipping.

In many plants in your own field of industry, Yale Trucks have proved that they quickly pay for themselves. Investigate what they can do for you.

Yale Red Streak Single Stroke Hand Lift Truck. Capacity 3,500 lbs.

Yale Steel-Bound Skid Platforms

Yale Hand Lift Trucks and Skid Platforms speed-up handling operations.

THE YALE & TOWNE MFG. CO., Philadelphia Division, Philadelphia, Pa.

Makers of Yale Electric Trucks, Hand Lift Trucks, Hand Chain Hoists, Electric Hoists and Trolleys

... The **PACKING INDUSTRY** Uses
Millions of **BLISS BOXES** Every Year

BLISS BOX and BOTTOM STITCHER.
Rath's
FOODS
FROM THE LAND O' CORN

USE Morrell's Pro
HAMS

Plankinton

OSCAR MAY
Approved Brand
FOOD PRODUCTS
OSCAR MAYER
MADISON, WISCONSIN

KINGAN'S

WILSON & CO.

IDAHO'S
WISCONSIN
BACK SPRATS
AND BACON

**BLISS POWER LIFT
TOP STITCHER**

Gold
PORK LOINS

Morell's Pride
HAMS AND BACON

The Cudahy Packing Co.
U.S.A.

LAUREL-LEAF BRAND
GUARANTEED
PURE LARD

BLISS BOXES make the strongest, safest fibre containers for shipping pork loins, smoked meats, fresh meats, poultry, butter, lard and by-products.

Bliss Box Stitchers conveniently and rapidly assemble the Boxes in the packing plant. Bliss Top Stitchers seal the Boxes quickly and firmly after they are filled.

Let us tell you how Bliss Boxes and Bliss Equipment are effecting a total saving of 10% to 15% as compared with other types of fibre containers.

DEXTER FOLDER COMPANY

28 West 23rd Street, New York, N. Y.

CHICAGO

PHILADELPHIA

BOSTON

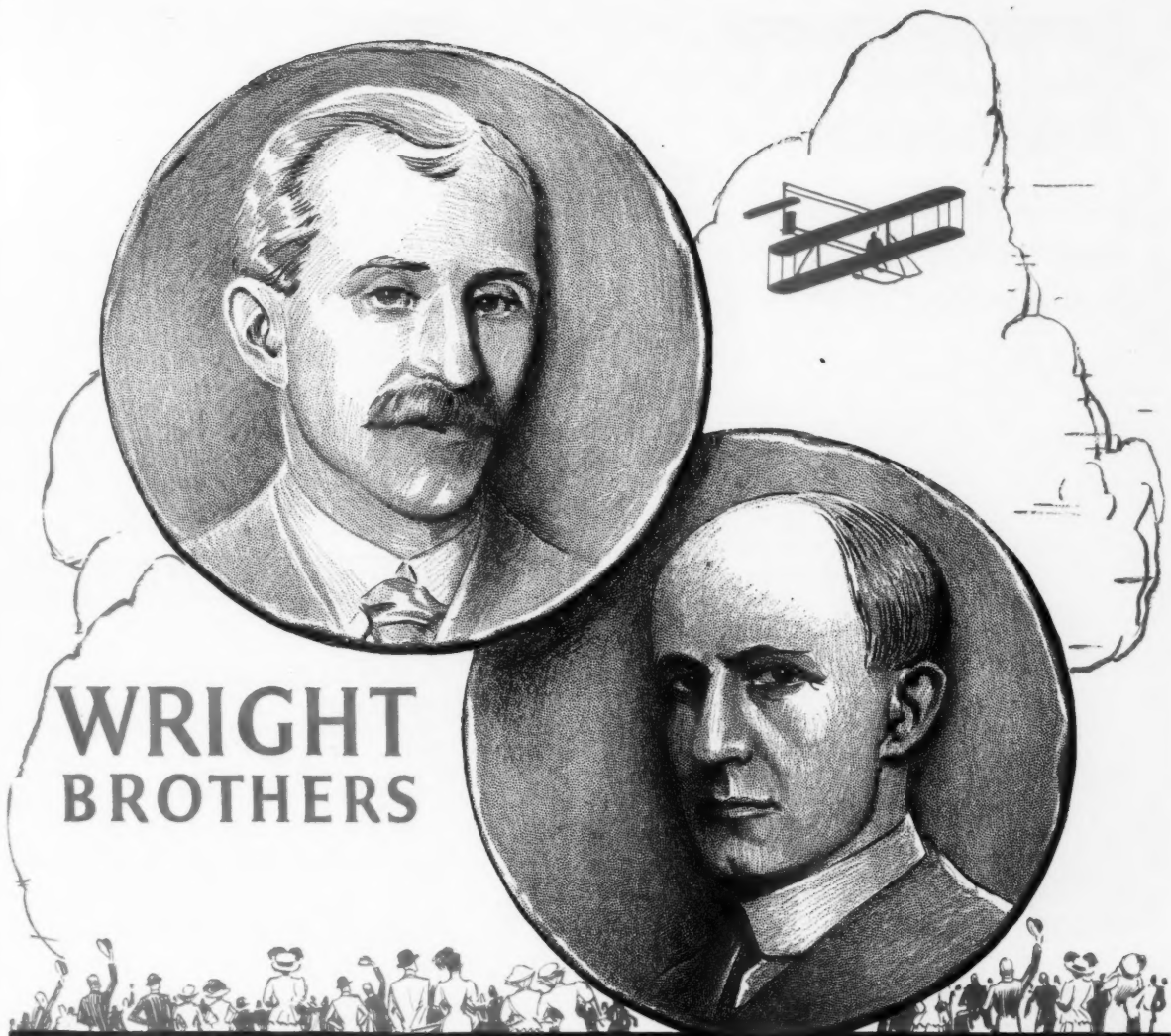
CLEVELAND

ST. LOUIS

SAN FRANCISCO

LOS ANGELES

SEATTLE



They, too, found the "BETTER WAY"

History of man's desire to fly, records many failures and surrenders before the Wright Brothers soared to fame and fortune. In seeking and finding the "better way," they won the appreciation of all civilization.

In countless fields of endeavor, opportunities to seek and apply better methods are ever present. In the meat industry for instance, many packer friends tell us that it was no insignificant thing when they discovered the substantial savings to be made in using Rhinelander Greaseproof Parchment. By separating the various wrapping jobs, and using this unique paper on those containing negligible moisture, worthwhile economies are effected. Prove this "better way" to yourself — we'll gladly send generous samples.

RHINELANDER GREASEPROOF PARCHMENT

RHINELANDER PAPER COMPANY

RHINELANDER, WISCONSIN

WHEN IT COMES TO AIR CONDITIONING

you'll find a most
economical solution
in the MONO-UNIT



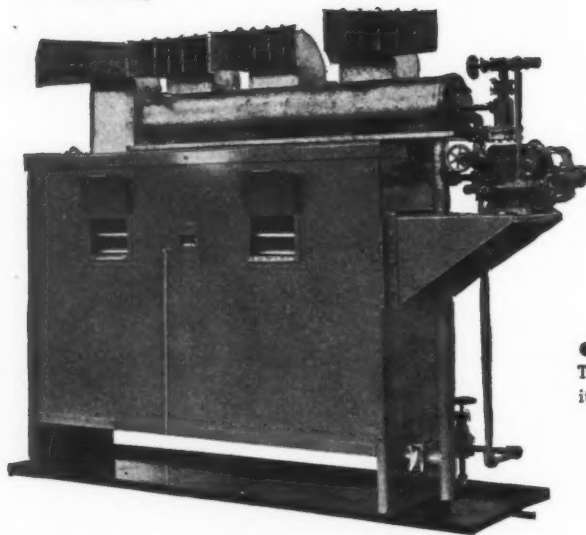
In the Mono-Unit, Vilter has introduced a new standard of air conditioning practice and performance. For simplicity, efficiency and economy, the Mono-Unit commends itself to anyone concerned with the proposition of air conditioning to meet modern needs in already existing buildings.

It is well to consider that the Mono-Unit is Vilter-engineered for its proper application to your individual job. It adapts itself ideally to small space requirements and can be installed with astonishingly low labor cost.

Investigate. Send for the
Mono-Unit book. It tells all.



MONO UNIT



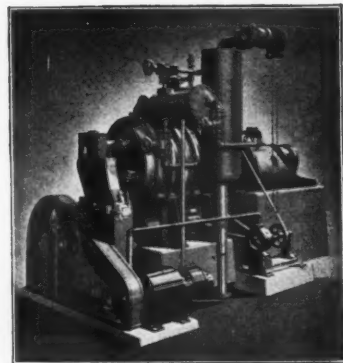
● Write for a copy of "Ice In Twenty Minutes." You'll find it a revelation in ice producing methods.

THE **VILTER**
"SINCE 1887"

MANUFACTURING COMPANY
2118 SOUTH FIRST ST. MILWAUKEE, WIS.

Representatives in Principal Cities

REFRIGERATING MACHINERY • AIR CONDITIONING • PAK ICE • BREWERY MACHINERY • STEAM ENGINE



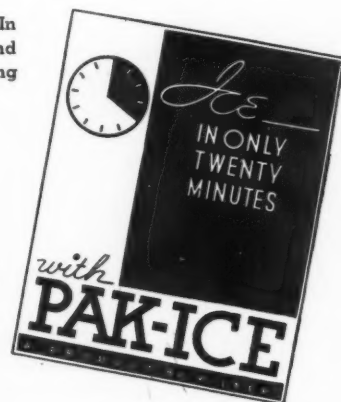
Save half YOUR ICE BILL

Amazing, but true.

Meeting the requirements of product icing is no longer a problem to the man who has discovered and accepted the advantages of PAK-ICE.

Produces ice when and as wanted, in either crystal form or various sizes of briquettes at a saving that is little short of sensational.

Delivers ice in twenty minutes. Automatic in operation; requires no special attendant; costs little to operate; no waste. The most compact ice plant in the world. Unit capacities up to thirty tons daily.





OUR HELPING HANDS

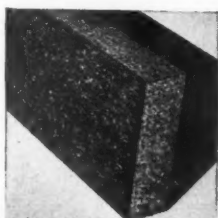
UNITED realizes the proper installation and maintenance of insulation as of vital importance. That is why our Service Engineers, experts in this line, are ready to offer "helping hands" to all users of insulation for cold purposes. These experts will check up and show you how to get the maximum service

from your present insulation, cooperate in designing cold storage rooms and equipment using insulation in their manufacture. They also will submit estimates, upon request, of costs and maintenance. This specialized consulting service is free. Why not take advantage of it?

UNITED CORK COMPANIES LYNDHURST, NEW JERSEY

Manufacturers and Erectors of Cork Insulation

SALES OFFICES and WAREHOUSES: New York, Philadelphia, Boston, Baltimore, Chicago, Cleveland, Cincinnati, Pittsburgh, Milwaukee, Indianapolis, Rock Island, Ill., Buffalo, Hartford, Conn., Taunton, Mass.



UNITED'S CORK-BOARD is 100% pure corkboard, made to U. S. Bureau of Standards' specifications.

UNITED CORK COMPANIES, Lyndhurst, N. J. We are interested in your free consulting service. Please have your nearest sales engineer make recommendations for the following:_____

Name_____ Firm_____

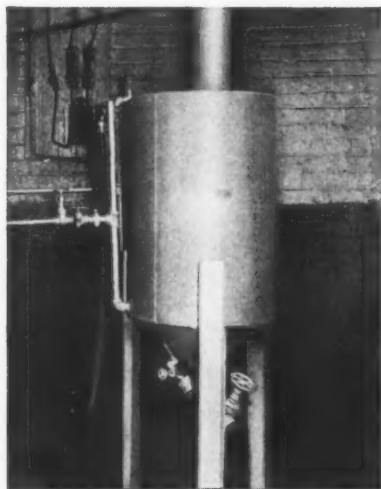
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E U A

CONOMICAL PRODUCTION

UNIFORM RESULTS

UTOMATIC OPERATION



ONE OF MANY SUCCESSFUL PACKING PLANT INSTALLATIONS
Pictured here is the Lixate Process in the plant of Ideal Packing Company, at Cincinnati, Ohio.

The LIXATE Process

*Reg. U. S. Pat. Off.

THE FACTORS IN THIS THREE-WAY SAVING ON BRINE

THE Lixate* Process for Making Brine has proved its value in many meat packing plants because of its economical results. It is wholly automatic in operation. Once its hopper is filled with salt, it needs no more attention. Pure, clear, fully saturated brine flows out as fast or as slow as it is needed, without attention.

This automatic operation cuts production costs three ways—lowering the cost of handling salt, of making brine, and of handling the brine itself. Its use in the packing industry is limited only by the number of processes in which brine is used. Lixate Brine is successfully used in the pickling cellars, pump pickle, washing or curing calfskins or heavy hides, in regenerating zeolite water softeners—anywhere that brine is required.

The Lixate Process is one of the outstanding contributions made to industry by the International Salt Research Laboratory. All the knowledge and experience gained in more than three decades of producing all types and grades of salt, are made available to you through the International Salt Advisory Service.

You are invited to write, without cost or obligation, if you have any questions about the use of salt or brine. Ask for a free copy of the Lixate Book. It gives more details about the economical operation of the Lixate Process, and pictures many successful installations.

INTERNATIONAL SALT CO., INC.

GENERAL OFFICES—SCRANTON, PA., and NEW YORK CITY

SALES OFFICES: Buffalo, N. Y. • Philadelphia, Pa. • Boston, Mass. • Baltimore, Md. • Pittsburgh, Pa. • Newark, N. J. • New York, N. Y. • Richmond, Va. • Atlanta, Ga. • New Orleans, La. • Cincinnati, Ohio • St. Louis, Mo. REFINERIES: Watkins Glen, N. Y. • Ludlowville, N. Y. • Avery Island, La. MINES: Retsof, N. Y. • Detroit, Mich. • Avery Island, La.



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● Send today for a trial bag of
Hallmark KreamKo Soya Flour, the
Superior sausage binder made by
ALLIED MILLS, exclusively for

STEIN-HALL & CO., INC.

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**LATEST
FLASHES
FROM HERE
AND THERE**

Celebrating fifty years
of service 1885-1935

Patapar

Patapar is the name for
Paterson Vegetable Parchment



NUMBER 10

OCTOBER 1935



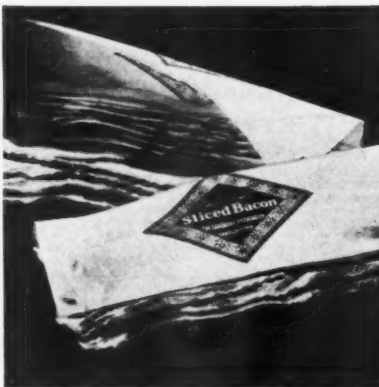
Patapar Plays Important Role in Busy Durr Plant

UTICA, N. Y.—Throughout the plant of the C. A. Durr Packing Company, makers of Mohawk Valley meat loaves, every care is taken to turn out a finished product that will live up to their slogan, "Tender meats of constant goodness". Of extreme importance are the operations performed at the wrapping table, last stage in the process before the meat loaves leave for their

journey to market. For here they are given the protection that will safeguard them till they reach Mrs. Consumer. Meticulous hands take each loaf and wrap it snugly in a clean, white sheet of 30-lb. Patapar. This insoluble, grease-proof wrapper fulfills every requirement of protection, and keeps the meat fresh and tender all the way to its final destination.

Patapar Proves Best for Sliced Bacon

SANDUSKY, Ohio.—There's one sure way of giving sliced bacon full protection. It's Patapar. That's what the Sandusky Packing Company found out after experimenting with other types of wrappers. For Patapar is not only insoluble and grease-proof, but it also has the peculiar property of allowing the bacon to "breathe". These qualities of a wrapper are important and prevent loss from mold.



INSOLUBLE AND GREASE-PROOF

That's What a Wrapper Should Be

Most meats contain a high percentage of water. Figures published by the U. S. Dept. of Agriculture show this to a startling degree. The average water content of Bacon, for instance is 29.6%, of Smoked Ham 35.9%, of Pork Loins 42.3%, of Sausage 46.2%.

That's why it is so important that a wrapper be insoluble as well as grease-proof. That's why Patapar has been chosen as the ideal wrapper for so many meat products. For Patapar is insoluble.



Milani's Tamales Get New Package

SEATTLE, Wash.—Milani's, Inc., this city, are now marketing their Chicken Tamales in a new 9 oz. can. An important feature of this new package is an inner wrapper of Patapar. This seals in the juicy meat and preserves its rich zesty flavor. Patapar, being insoluble, keeps the Tamale from leaking through. When opened, it comes out intact and can be served conveniently without any muss.

PATERSON PARCHMENT PAPER COMPANY, BRISTOL, PENNSYLVANIA

PRESSED HAM

(Cleveland or Berliner)

Whatever the name, it's the irresistible sparkling appearance of this delicious product in "VISKING" Casings that centers the housewife's attention and creates the impulse to buy.

Visking
PRESSED HAM



THE VISKING CORPORATION

HOW MUCH SAUSAGE DO YOU
WANT TO SELL

Next year?

It's Possible To
Swell Your Volume
if you plan now

If you aren't satisfied with your present
volume and want more next year—take
a look at your line and see how many
“orphans” it contains. What items have

you neglected? How many do you have that still are without
the advantages of “VISKING” Casings. Take one of them a
month—change it to a “VISKING” dress, tell your salesmen
or jobbers about it—and watch it step up in volume. Then
watch how repeat sales give you the extra poundage that you
wanted this year—and NEXT YEAR too!

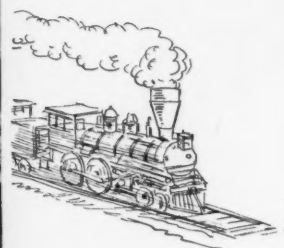
Over 70 patents issued by the United States and Foreign countries are owned by The Visking Corporation with many more pending. Purchasers of “VISKING” casings are licensed by The Visking Corporation to practice some of their patented processes during the preparation of food products when packaged in “VISKING” casings. However, licenses do not extend to the use of these patented processes in the preparation of products not to be packaged in “VISKING” casings.

“VISKING” is the registered trade-mark of The Visking Corporation to designate its cellulose sausage casings and tubing.



THE VISKING CORPORATION

6733 WEST SIXTY-FIFTH STREET • CHICAGO • ILLINOIS



MARVELS OF THE AGE

~~SUSTAINED SPEED~~
400 MILES IN 400 MINUTES



Sausage Seasoning *With*

SUSTAINED Flavor
SUSTAINED Uniformity
SUSTAINED Economy
SUSTAINED Sales Appeal
SUSTAINED Sales Volume
SUSTAINED Profits

What this famous Chicago & North Western train means to the traveling public—Legg's OLD PLANTATION SEASONINGS mean to the meat packing industry.

Both are marvels of the Modern Age—the one a marvel of *sustained speed*, the other a marvel of

sustained quality and sustained profits in the manufacture and sale of sausage products. Legg's OLD PLANTATION SEASONINGS are the only dry-spice seasonings that combine the famous, popular OLD PLANTATION flavor with improved, attractive appearance in the seasoned product. Test samples on request.

A.C. LEGG PACKING CO., INC.

BIRMINGHAM, ALABAMA.

"WORLD'S LARGEST BLENDERS OF SAUSAGE

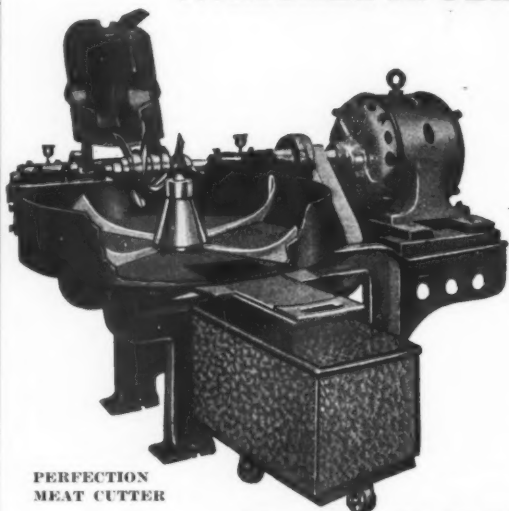


U. S. A.

SEASONINGS"

THE PERFECTION MEAT CUTTER

LOWER IN INITIAL AND ULTIMATE COSTS
...HIGHER IN PERFORMANCE STANDARDS



PERFECTION
MEAT CUTTER

Built for endurance . . . for greater cutting efficiency . . . yet priced lower than any other cutter. Most modern manufacturing methods and the use of the best materials obtainable assure you of dependable operation over a long period of years.

Our No. 7 Cutter, 700 to 800 lbs. capacity will cut about 200 lbs. more meat per load than any other cutter on the market. Cuts thoroughly, smooth, even, without heat, with desired elasticity.

Exclusive, patented features that make the Perfection years ahead of any other cutter on the market are:

Stationary Bowl—cannot get out of line, no replacement parts required.

Sliding Gate Self-Unloader—simple—quick—no heavy, expensive machine parts to replace. Merely pull slide and machine unloads itself.

Mixing and Conveying Arms—Constant batch mixing due to unique shape of paddles. Hand or hand paddle mixing unnecessary.

Specially Designed Knives—for quick cutting and elimination of frictional heat.

Catalog describing and illustrating our complete line of modern equipment for sausage rooms, especially designed for economical operation, large production, and improved quality, mailed upon request.

R. T. RANDALL & CO.

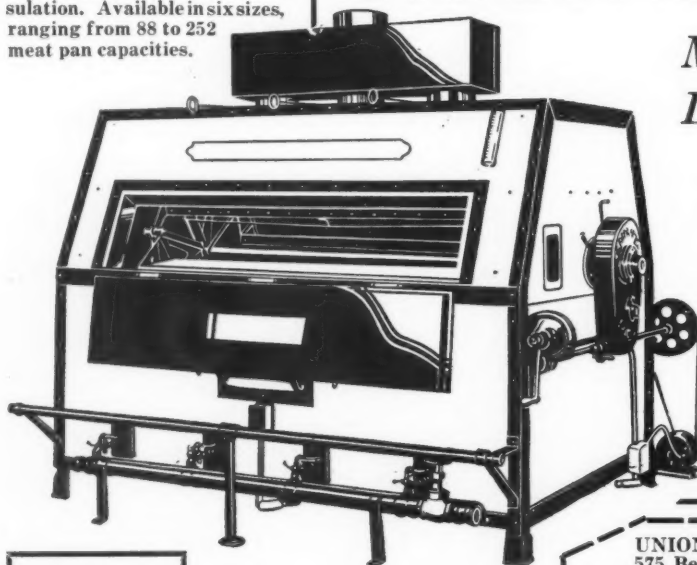
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PHILADELPHIA, PA.

Compressed Air Stuffers — Famco Sausage Linkers — Scrapple Stirrers and Kettles — Revolving Meat Ovens

Union Meat Packers' Ovens are the revolving type, gas-fired, and with permanent insulation. Available in six sizes, ranging from 88 to 252 meat pan capacities.

UNION MEAT PACKERS' OVENS



*Make Baked Meat
Departments Profitable!*

- By slashing fuel costs.
- By holding meat shrinkage to a minimum.
- By improving and speeding-up baking.
- By reducing labor costs.
- By minimizing heat losses.
- By reducing floor space and depreciation costs.

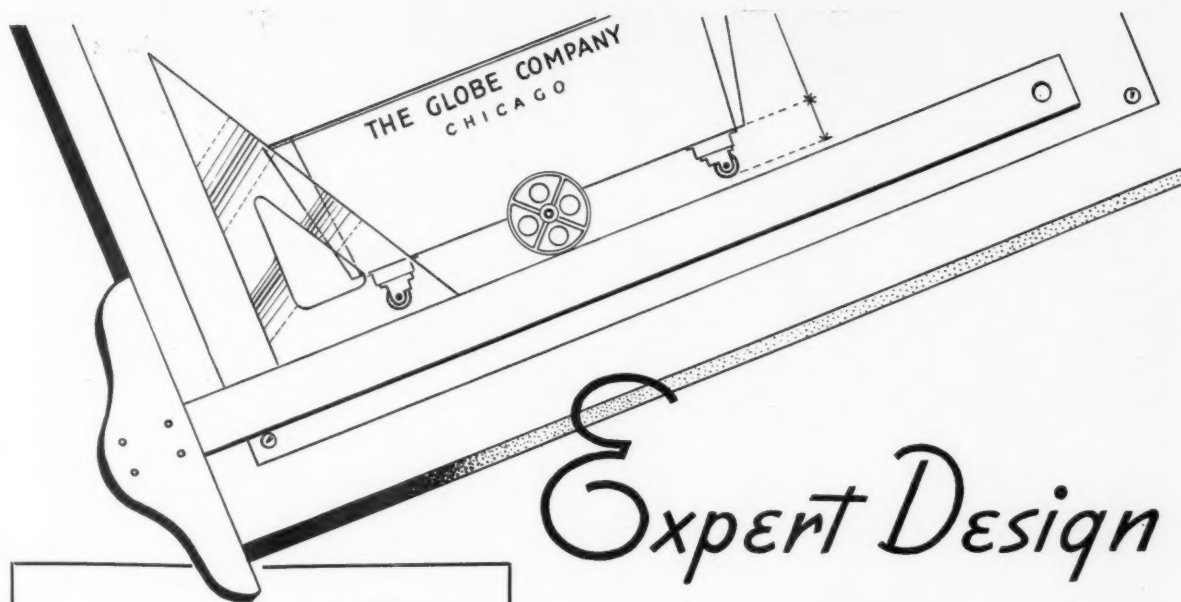
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THE
COUPON

UNION STEEL PRODUCTS CO.

UNION STEEL PRODUCTS CO.
575 Berrien St., Albion, Mich.

Please send me the circular, just printed, on the Union Meat Packers' Oven.

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Company.....
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City.....State.....



Expert Design

assures efficient operation

SMOKE STICK & GAMBREL WASHER No. 310: Steel slat cylinder construction insures efficiency. Removable cylinder section for loading. Heavy galvanized construction throughout.



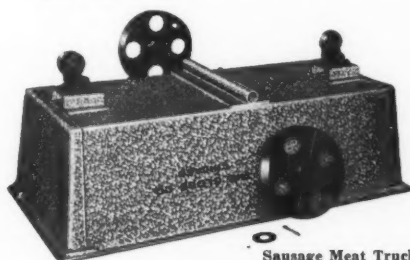
Smoke Stick & Gambrel Washer No. 310

SAUSAGE STUFFING TABLE No. 227: Sanitary threadless pipe frame. Top of stainless steel or any other metal desired. Adjustable legs.



Sausage Stuffing Table

SAUSAGE MEAT TRUCK No. 103: Boltless method of securing running gear to body is a feature embodied in all Globe Trucks. Globe construction eliminates all bolts and rivets from body proper, making the inside very smooth and a most desirable truck to use.



Sausage Meat Truck No. 103

Design, materials and workmanship mean everything when it comes to insuring efficiency and long life in packingplant equipment. When you buy GLOBE Equipment you get the benefit of 21 years' experience in building *good* equipment. The efficiency of GLOBE design is unquestioned, and the sturdiness of GLOBE construction has proved itself in prominent plants throughout the industry.

The Globe Company has grown steadily from its beginning in 1914. Our success depends on our satisfied customers — and our consistent growth is proof of their confidence in us.

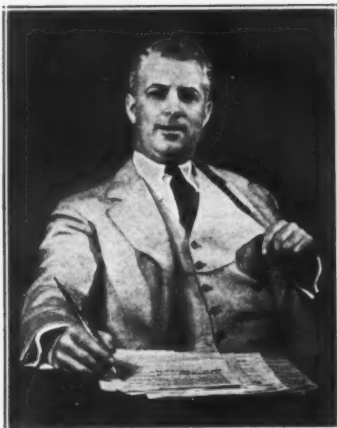
You can rely on The Globe Company to give you the finest service at all times. Our designers are at your service in planning equipment to meet your needs. Call on them!

THE GLOBE COMPANY

Complete Equipment for Meat Packers and Sausage Manufacturers

818-28 West 36th Street, Chicago, Illinois

The way
to get
Your
Share
of the
benefits
of



Refrigeration

PICTURED BELOW are some of the ways, in which Refrigeration is helping to make better profits—in businesses just like yours. Get next to this yourself—fill out the slip now and mail it direct to Frick Company, at Waynesboro, Penna., or to the nearest Frick Branch Office or Distributor.

Gentlemen: We are interested in Frick Refrigeration for the service checked below, and, provided it will not obligate us in any way, should like to have your recommendations and estimates.



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☐

Ice
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Drinking
Water
Systems

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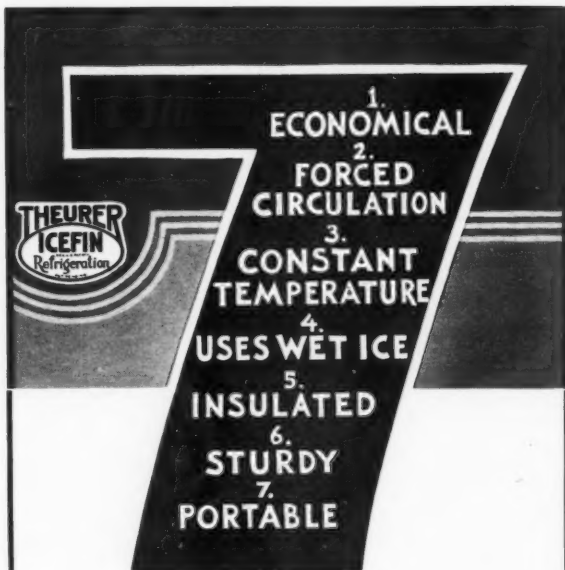

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Firm.....

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City and State.....

WAYNESBORO, PENNA. U.S.A.
FRICK CO.
DEPENDABLE REFRIGERATION SINCE 1882

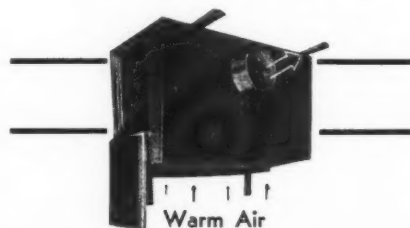


ADVANTAGES

And every one of these advantages means better truck refrigeration! The THEURER Icefin Unit is economical and efficient. Using water ice, it maintains constant temperature of 40 to 50 degrees. Circulating fan driven off car battery expels cold air to TOP of body, keeps body temperature uniform. Insulated construction eliminates condensation, keeps body dry. Long life assured by non-corrosive cold conductors and sturdy construction. The THEURER Icefin Unit is portable—can be used in any truck.

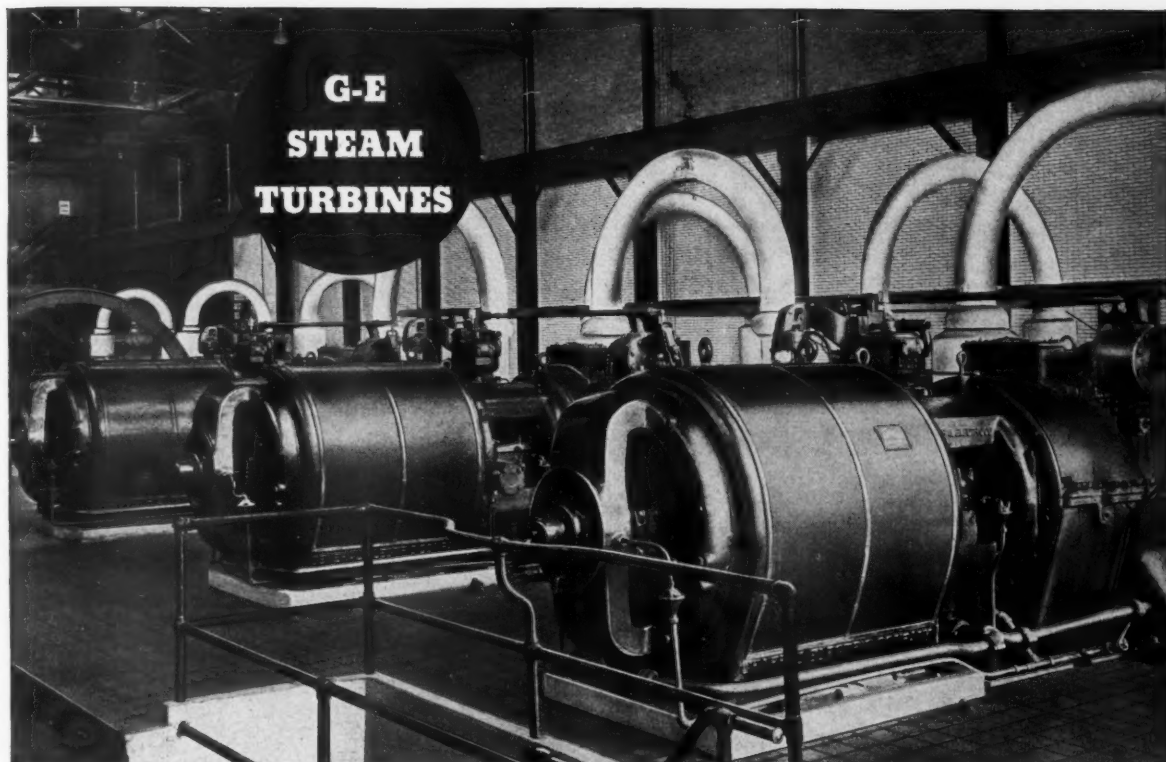
Made in four standard models: 75-lb., 100-lb., 150-lb. and 200-lb. ice capacity, to meet your requirements.

Write for complete details and specifications!



THEURER WAGON WORKS, INC.

INSULATED COMMERCIAL BODIES REFRIGERATED
New York, N. Y. North Bergen, N. J.



18 Years of Successful Service

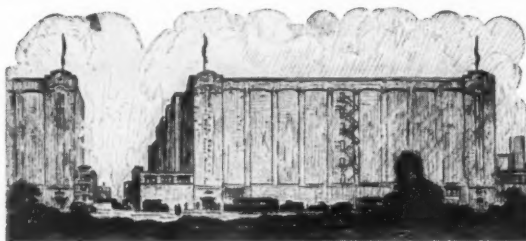
THESE three G-E turbines, installed at the South St. Paul plant of Armour & Company, have been in continuous service, except for annual inspections, since 1917, supplying steam for process and all the electric power.

Ease of operation, the minimum of attention, and low maintenance cost are outstanding advantages of G-E turbines and turbine-generators—advantages made possible by the more than 30 years' experience of our engineers with every type of turbine-application problem. Moreover, G-E turbines are available for any power requirement and for any steam demand.

A G-E sales engineer will be glad to explain the many advantages of our turbines and assist you in selecting the machine best suited for your plant conditions. For further information, call the nearest G-E sales office. General Electric, Schenectady, N. Y.

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***Yours—
For Superior Curing
and
Cold Storage Service***

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CHICAGO DETROIT KANSAS CITY DALLAS

**Railroad Transportation is Most Dependable Year Round Service
Economy Plus Satisfactory Delivery of Your Products Assured
With Mather Stock Car Co.'s Low Temperature Refrigerator Cars**



Low temperature with least possible ice consumption is accomplished in this car by Mather patented method of construction and application of insulation. This insures transportation of food products in a clean and wholesome condition and at the proper temperature, thereby eliminating claims for spoilage in transit. These cars are saving shippers 20% of their usual icing expense. Full steel underframe with steel superstructure frame construction.

tion protects the insulation 100% even with severe switching shocks, also eliminates weaving, etc., which is so destructive to insulation in ordinary cars. It is a pleasure to name the following users of these cars who are receiving the benefits of modern principles of refrigerator car construction. Ask the people who use them. For further particulars address the builders.

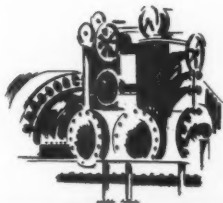
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Birmingham Packing Co.
Cudahy Packing Co.
Hunter Packing Co.

Hygrade Food Products Corp.
David Levi & Co.
Peyton Packing Co.
The Rath Packing Co.

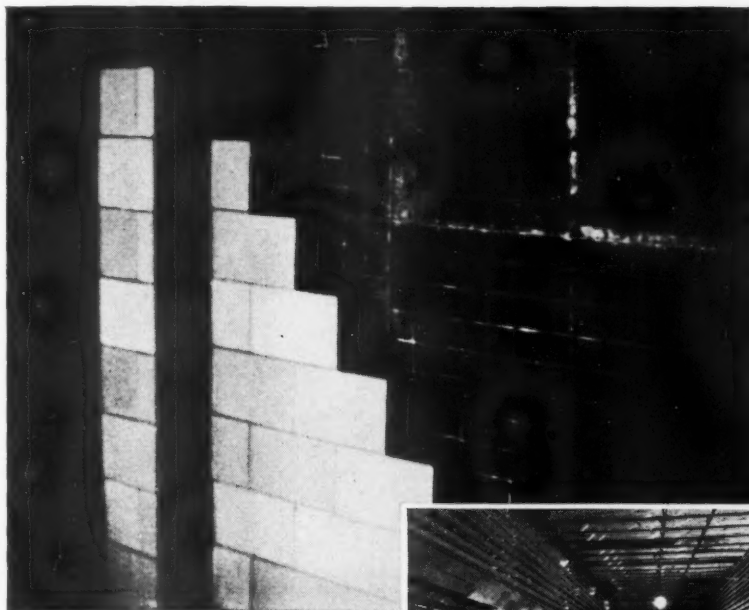
The Wm. Schludenberg-T. J. Kurdie Co.
Tovrea Packing Co.
Wilson Car Lines

MATHER STOCK CAR CO., CHICAGO, ILL.

And in 1960... we confidently predict



Refrigerating load will show no increase!



The earliest Rock Cork installations are still good as new after more than a quarter century of continuous service. Isn't it reasonable to expect that this 1935 installation for Swift & Company will still be completely effective in 1960?



INSTALLED in 1935, its insulation value will be unimpaired in 1960? Absolutely! And that's a conservative estimate of Rock Cork's useful life.

The oldest Rock Cork installation (E. Kahn's Sons Co., Cincinnati) is still 100% on the job; its high insulating value unimpaired after 28 years of continuous service.



SWIFT & COMPANY'S new Atlantic City, N. J., Branch House (large photo shows portion of cooler being insulated with Rock Cork). (left) Cooler at Swift & Company's Chicago plant; here Rock Cork is still on the job after 26 years.

Syracuse Cold Storage Co., and Fox Head Waukesha Corp., report 27 years, Indiana Ice & Dairy, 25 years, and scores of others, 10, 15, and 20 years.

Remembering that all of these installations are not only still in service, but still in such splendid shape as to promise many more years of effective insulation, it is reasonable to conclude that Rock Cork is permanently effective.

Mineral in composition, its myri-

ads of tiny air spaces completely sealed with a film of waterproof binder, Rock Cork stubbornly resists the infiltration of air and moisture, cause of most insulation failures.

Chemically inert, odorless and incapable of absorbing odors. Will not attract vermin or rats. Cannot support the growth of mold or bacteria.

Please mail the coupon for our new book, "Insulation in the Food Products Industries." Johns-Manville, 22 East 40th Street, New York.

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**REFRIGERATION
INSULATION**



Johns-Manville Insulations are available for all temperatures from 400° F. below zero to 3000° F. above.

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**COMBINATION RUMP BONE
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Specializing in

Smokehouse Equipment Overhead Meat Rails Overhead Conveyors
Combination Track and Suspension Scales
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A Concrete Example



"Salt and ice were formerly used in this job at a yearly cost of approximately \$700.00. The yearly current cost of maintaining a 38° F. temperature in this truck with KOLD-HOLD is \$60.00."

... READ THE COMPLETE STATEMENT BY THE OWNERS ...

Gentlemen: Early in 1934 we installed the Kold-Hold system of truck refrigeration in one of our wholesale delivery trucks with a capacity of 6000 pounds net. Salt and ice were formerly used in this job at a yearly cost of approximately \$700. The yearly current cost of maintaining a 38° F. temperature in this truck with Kold-Hold is \$60. Besides this large saving our meats are kept in perfect condition at all times.

The truck remains away from our plant for three days at a time. When it returns from the trip the meats are in the same perfect condition as when loaded. Last spring we installed the second Kold-Hold in another truck using dry ice. This installation is also very satisfactory and will prove another great saving.

Our past experience with Kold-Hold and Frigidaire Compressors for refrigeration in our trucks has proven so satisfactory from every standpoint that we have decided to install Kold-Hold and Frigidaire Compressors in the remainder of our fleet.

Thanking you for your courtesy and prompt attention in all matters, we remain — Yours truly,

(Signed) Sol Levinson, Sect.
Levinson Packing Co., Inc.
(Newport News, Va.)

CPL/TM

of the Huge Savings effected by KOLD-HOLD

● the Most Economical, Reliable and Advantageous System of TRUCK REFRIGERATION

In literally thousands of trucks throughout the country Kold-Hold is so forcefully demonstrating its ability to save money and provide better, more reliable refrigeration that it is rapidly becoming the predominant method of truck refrigeration. It may be successfully installed in any well insulated body, old or new, of any size, trailer, or single compartment of delivery job. Kold-Hold is the one system that is **GUARANTEED** to **PERFORM** with complete satisfaction, and is recommended by leading manufacturers of condensing units and refrigerated body builders. It will add to your profits many times its initial cost. By all means write today for complete information.

KOLD-HOLD MANUFACTURING COMPANY
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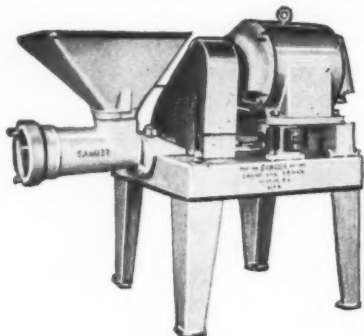
SANDER MEAT GRINDERS

For Superior Performance

When in one operation a SANDER will cut 9,000 lbs. of large bull beef to finished size in an hour . . . you'll say that's superior performance. And there's no squeezing through plate under high pressure . . . no heating or mashing.

SANDER is superior in design and construction too. There's *safety* at the operator's finger tips . . . a mere touch of the safety switch and it stops. Switch may be operated from both sides of the Grinder. No extra cost for this factory-equipped safety device.

The NEW, square Safety Hopper, designed as scraper, allows meat to automatically feed by gravity, without use of hands or plungers, and without jamming forks. It saves labor and is highly efficient. Other special features that make the SANDER superior in grinding performance are listed below.



Push button control.

Sanitary base.

Splash-proof motor.

Triple roller chain drive, totally enclosed, running in bath of oil.

Hyatt roller bearings.

SANDER NEW KNIVES and PLATES FOR ALL MAKES OF GRINDERS



SANDER KNIFE

The special design of blade causes less friction on plate thereby giving longer service. Blades are interchangeable on permanent holders.

SANDER Plates are not case hardened. They are just as hard at the end of their life as when new.

Many users enthusiastically tell us that SANDER Knives and Plates are the best obtainable. You owe it to yourself to give this trouble-free equipment a trial.



SANDER PLATE

Literature Mailed on Request.

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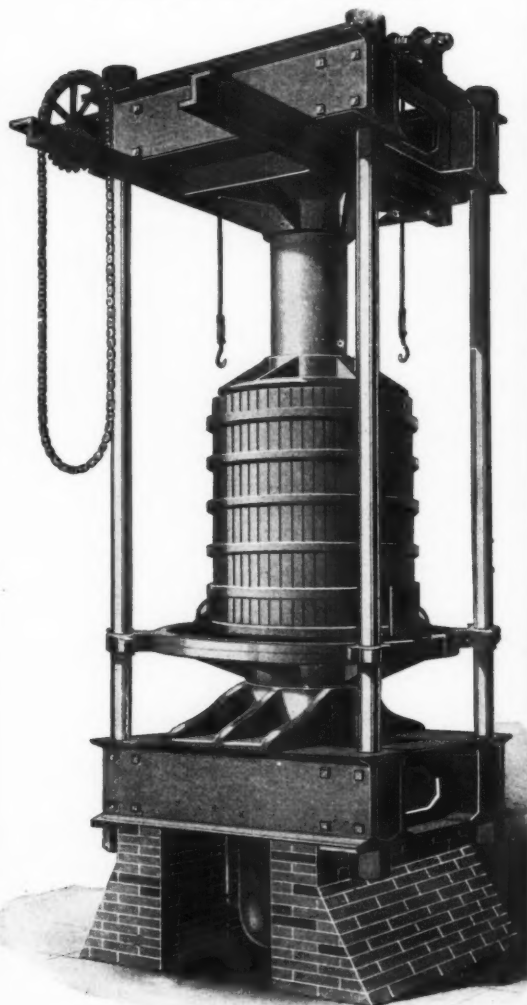
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**EFFICIENT—ECONOMICAL
SUBSTANTIAL**



Hydraulic Press Supplies

Racks . . Cloth . . Valves . . Packings

Complete Stock

THOMAS-ALBRIGHT COMPANY

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IT'S HERE!! A NEW METHOD OF REFRIGERATION IN TRANSIT

NO ICE, NOT MECHANICAL



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IN TRANSIT**

GFTC **GFTC**

GENERAL FRIGID TRANSPORTATION CORPORATION

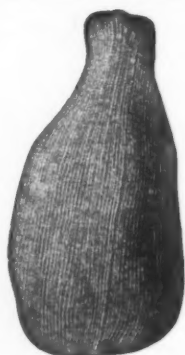
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NEW YORK, N. Y.

Please mail us full information, without obligation, regarding the new G. F. T. C. Method of refrigeration-in-transit.

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 Ham
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REDRAH STOCKINETTES *for* **EVERY PURPOSE**

We manufacture from RAW COTTON highest grade, style perfected Stockinettes and Tubing for every meat covering purpose. The strategic locations of our many plants throughout the country make possible immediate delivery to you.

Production of Stockinettes and Tubing reaches millions of pounds annually — proof of their wide acceptance and popularity.

• *Write now for samples*

Valatie Mills Corporation
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CONTINENTAL STANDARD A.C. MOTOR

*A type for every
 meat packing, sausage
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 rendering plant use!*

The Standard A.C. Continental Motor is only one of a complete line. Other types, such as totally enclosed, fan cooled, explosion proof, geared motor, motor generator, etc., are available for every condition or requirement in the meat plant.

Used by members of Institute of American Meat Packers and other progressive packers throughout the country. Investigate Continental Motors — write for prices!

CONTINENTAL ELECTRIC CO., INC.

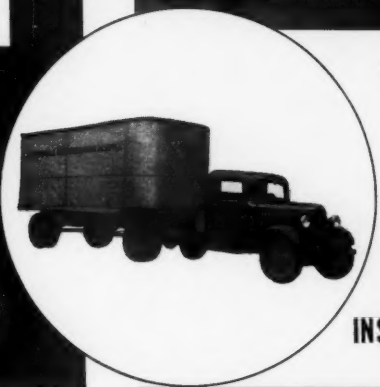
Main Office: 325 Ferry St., Newark, N. J.

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MANUFACTURERS OF MOTORS AND GENERATORS TO 500 HORSEPOWER

TRUCK REFRIGERATION At No Cost

*By the Fuel
that runs the motor*



TYPICAL

McCORD

INSTALLATIONS

OUTSTANDING FEATURES OF THE McCORD REFRIGERATION-FUEL SYSTEM

where propane, by its expansion in passing through the system, first creates refrigeration for the truck body and then passes to the motor as a fuel superior to the highest test gasoline. The light and compact tubular convector shown on the right comprises the entire refrigerating equipment in this system. Other advantages are:

Refrigeration at No Cost—a by-product of the fuel which runs the motor.

No Operating Expenses—No compressors or other conventional refrigerating equipment.

Minimum Maintenance Expense—No moving parts in refrigerating system itself.

Perfect Temperature Distribution—A fan circulates the chilled air.

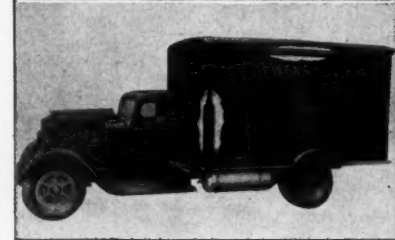
A Superior Fuel—Extremely High Octane Rating—No Knocking. Easy starting, since fuel is always a dry gas. No crankcase dilution. Cylinder wear reduced.

Low First Cost as compared to mechanical systems.

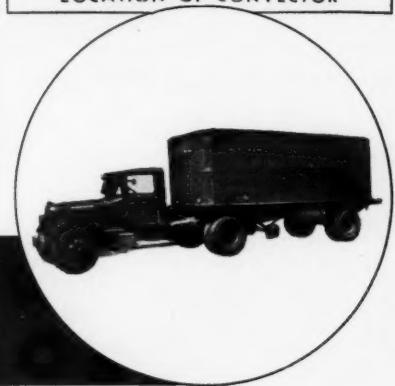
McCORD RADIATOR & MFG. CO.
Detroit, Michigan



TUBULAR
CONVECTOR



CUT-OUT VIEW SHOWING
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McCORD REFRIGERATION-FUEL SYSTEM FOR TRUCKS

THE MURRAY IRON WORKS

of Burlington, Iowa

is now in its 66th year of continuous operation and has for perhaps sixty years built machinery for Packing Houses. A list of its products follows:

BOILERS	FERTILIZER DRYERS	SCALDING TUBS
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FAT MELTERS	for air or steam operation	UNIT HEATERS

Generators are supplied when directly connected to engines or turbines.

Operating as we do Foundries, Boiler Shops and Machine Shops and maintaining a large Corps of Engineers, we are prepared to bid on much special work and we solicit your inquiries.

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BURLINGTON, IOWA

NO CLOGGED WASTE LINES

When you use . . . **WHITFORD**

PACKING HOUSE DRAINS

Special Features

Catches and retains valuable solids and particles of fat that if permitted to go to catch basin would have to be digested with cheaper grades of grease. Extra heavy cast-iron construction. Write for booklet showing other types.



Sectional View of Type D-4

For 4" Screwed Pipe

Type D-4 Drain has an integral trap, which permits direct connection to stack.

Used by

Kingan & Co.	Cudahy Bros. Co.
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John Morrell & Co.	East Tennessee Pkg. Co.
Geo. A. Hormel & Co	and many others.

WHITNEY & FORD CO.

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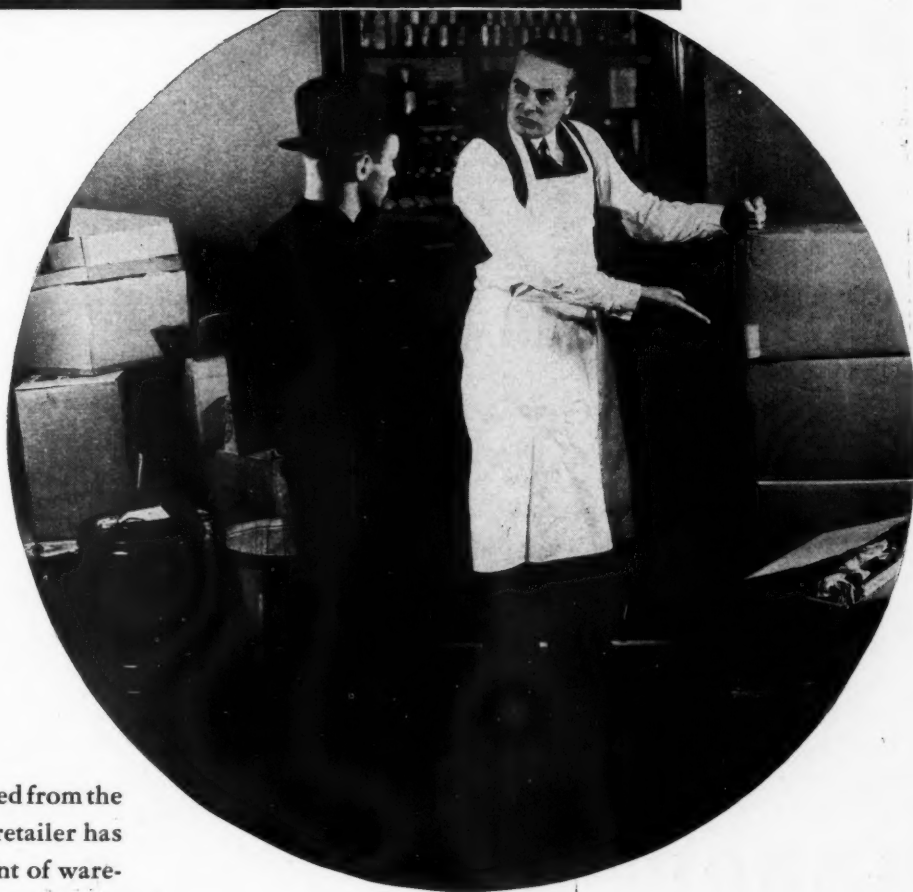
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CHICAGO, ILL.

"PICK IT UP...!"

I'M THROUGH WAREHOUSING YOUR LINE"



● Merchandise moved from the manufacturer to the retailer has only changed its point of warehousing. Most sales managers can get their product into the retail store. Their nights are spent worrying and wondering how to move it out of the retail store.

No one man—no one industry—has all the experience in over-the-counter merchandising.

That is why the American Can Company, with its multitude of contacts throughout the package merchandise sales field, might be of assistance to you.

If your line is being warehoused rather than sold—or if you have packaging or point-of-sale

problems, why not ask our Sales Promotion Department if they can help you.

Address Sales Promotion Department, American Can Company, 230 Park Avenue, New York City.

AMERICAN CAN COMPANY

230 Park Avenue, New York

Why does American Can Company concern itself with problems of retail merchandising?

Our reasons are the same as yours. We cannot sell more packages than you sell for us—you cannot sell more than people buy. The consumer is our common goal.



And "Real" means that the flavor is there . . . flavor that only can be produced from Pure Ground Spices. Not only do dealers push quality, but consumers find that subtle something that satisfies . . . hence repeat business. Successful sausage manufacturers know that there are no substitutes for authentic ingredients . . . for Pure Ground Spices. Permanent business in foods can only be built upon real quality.

ARROW MILLS

pure ground

SPICES

VAN LOAN & CO., INC.

Offices and Salesroom: 186-188 Franklin St.
 Factory: 64-66 N. Moore St.
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...EVEN MORE IMPORTANT THAN PROFITS

MORE THAN SEVENTY YEARS AGO—several years before the Union Stock Yards were founded—three far-sighted young men went into the meat packing business in Chicago. They were Arthur A. Libby, Archibald McNeill and Charles P. Libby.

To begin with they had nothing but a tiny plant—six steers a day was its capacity—and an *idea*. The idea was this: they believed that high quality was the most important thing in business . . . *even more important than profits.*

In those days a high standard of quality was desperately hard to attain. The country was just beginning to recover from an exhausting war, and business conditions, particularly in the rapidly expanding West, were very unsettled. Markets were unorganized; in order to obtain the best cattle at the right price, the senior Libby regularly had to go to the South Water Street Market at two o'clock in the morning to select them.

Even the best packing methods of the day were crude and inefficient . . . but soon the Libby firm began to make improvements. Libby pioneered in the use of ice in curing beef (it had previously been thought possible to cure it only in cold weather), and in the use of refrigerator boxes for shipping fresh meats and vegetables. Most important of all, Libby developed the methods and the tapered container which make it possible to pack corned beef as we know it today.

Since 1905, Libby has been adding foods other than meats to its line, until now there are over 100 fine foods under the Libby label. But throughout this tremendous expansion the guiding principle of the company has remained unchanged . . . *after seventy years, Libby still puts quality ahead of profits.*

Libby, McNeill & Libby
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PURE VINEGARS

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Naturally Better Because Nature's Way is Best

Supplied from around the world by our organization . . . demanded throughout the nation by progressive sausage manufacturers . . . because wherever quality counts they say "Sayer's." They know that good sausage is made better with natural casings. That is why we have enjoyed an ever increasing demand for over forty-six years . . . a demand that has resulted in wider distribution year after year.

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1890



For Quality Casings Say "SAYER'S"

Branches located in principal cities to supply every part of United States. Overnight service.

SAYER & COMPANY

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"We Solicit a Trial Order"

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Largest Casing House Between New York and Chicago

All Kinds of SAUSAGE ROOM SUPPLIES

Milk Powder, "A" and "B" Grade
Yeager's Meat Loaf Flour
Arrow Root Health Flour
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Soya Bean Flour
Yeager's Meat Binder
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Nitrate Potash
Nitrate Soda
Nitrite
SURE-KURE
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"S" for Slow Curing
"L" for Long Curing
("Adapted for West Phalian Hams")
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MILKO—A Real Meat Loaf Flour that Gives FLAVOR—TASTE—AND BROWNS NICELY

Ham Boilers, Souse Pans, Scrapple Pans, Etc.

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MOTION MADE, SECONDED ... and Carried!

WHEREAS packing houses large and small have alike discovered in SOLVAY SODIUM NITRITE the solution to their curing problem — and

WHEREAS extensive studies by the U. S. Department of Agriculture and other research groups, as well as years of *actual* use, have conclusively demonstrated that SODIUM NITRITE offers important, exclusive advantages as a curing agent — and

WHEREAS this aid to a perfect, full-flavored cure, to delicious, palate-pleasing flavor and to a fixed fine color of rich, ripe bloom has helped build profits and save time and money — and

WHEREAS it conforms to all U. S. Pharmacopoeia specifications and is absolutely safe, reliable and 100 % uniform in results when properly used — therefore be it

RESOLVED that progressive packers and re-packers using special cures lose no time in becoming acquainted with SOLVAY SODIUM NITRITE and the superior advantages it offers as a curing agent which assures highest quality products that find a ready market and extensive popular consumer appeal.

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U. S. P.

Warehouses located at strategic points throughout the country supply SOLVAY SODIUM NITRITE packed in convenient size containers. Full information together with samples, prices and address of nearest delivery point sent on request.

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Safety and economy urge the use of SOLVAY Calcium Chloride as a brine medium. Reputation established by years of outstanding performance.

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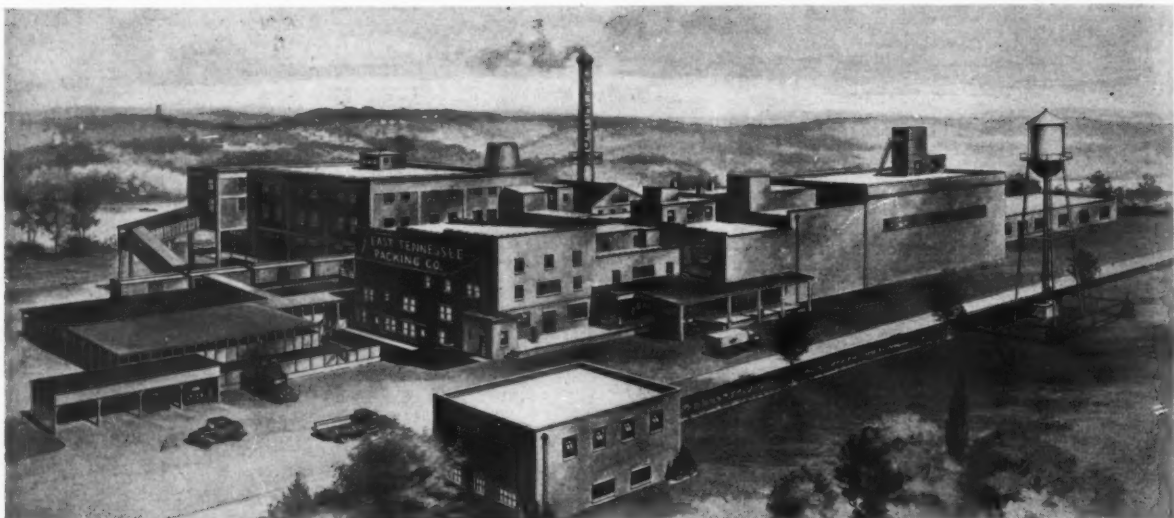
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Choice meats, cured in savory spices
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"The **HAM** delicious"



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"A taste will win your favor"

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THEURINGER



Brand Theuringer, which is now manufactured by us in our own modern sausage factory, has since its introduction only a few short months ago, built a reputation that is phenomenal.

Packers everywhere who are handling (H) Brand Theuringer are of the opinion that its outstanding fine quality will go far towards increasing the consumption of soft Summer Sausage.

You too can secure the benefits of increased Theuringer volume and better margin of profit, by selling (H) Brand Theuringer. Convince yourself of the above by sending for sample, which will be mailed you without charge.

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A sustained reputation of over 40 years standing for first-grade meat products. Extreme care in manufacture, constant experimenting to improve, and strict government supervision combine to make the GOBEL seal a dependable trade-mark of superlative quality.

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Selected Casings

We thank you all for your continued patronage. New and old users of our carefully graded sheep, hog and beef casings find that it is to their advantage to use MAY CASING CO.'S selected casings. A card from you advising of your needs will bring prompt reply. Our prices are right. Our casings what you want. WRITE today!

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SEWN CASINGS

Are you a user of sewn hog or beef casings? For 23 years the Patent Casing Co. has been supplying the industry with high grade sewn casings for many types of sausage. Patented by Sol May in 1912 and manufactured under his personal supervision since then, the Patent Casing Co. boasts an imposing list of satisfied users. May we list you among those benefited by Patent Sewed Casings?

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with

WILSON'S SAUSAGE CASINGS



The world-wide sources of Wilson & Co. Casings are dramatically portrayed in the new 1936 Casing Calendar.

This colorful, 12-sheet calendar brings to you the interesting places from which Wilson & Co., through our selective requirements, supply your particular needs.

Distribution of this calendar will begin about December 1st. A copy will be forwarded to you upon request on your firm's letterhead.



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SHAKE DOWN THE JACK POT

Get \$1.50 for a dime!



You always win with **NUCHAR!**

Your regular tallow and grease may bring you \$1.50 per cwt. more when treated with 10c worth of Nuchar.

Market conditions make such profits possible *right now*, so, don't delay, write us for full particulars *today*.

Curtailed hog runs, poor yields and a high percentage of sweet pickle fats and skimmings make strong, dark lard. 2 to 10c per 100 lbs. will make your entire lard production sweet and white —no need to bleach after rendering— which means greatly increased stability (keeping quality).

INDUSTRIAL CHEMICAL SALES CO., INC.

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PACKAGED by Continental to suit the product—to protect the product—to sell the product. Apart from fine craftsmanship, these distinctive packages illustrate Continental's versatility in applying sound merchandising principles to the creation of outstanding tin containers.



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The EVERHOT Sausage Marker, illustrated right, is fast and simple to operate. Electrically heated marking wheel dries ink the instant it is applied. Permanent, economical identification!



EVERHOT Ink-Electric Carcass Markers are equipped with breakable handles. They can be shortened from their full length of 30" to adapt them for marking lamb, mutton and pork. They give continuous identification on the carcass from end to end!



EVERHOT Ham and Bacon Marker can also be used on boiled ham and all cured meat cuts. No smearing—meats can be handled immediately!



EVERHOT MARKERS FOR EVERY MEAT PRODUCT

Every one of your sausage and meat products—fresh, cured, smoked—should be indelibly identified with your name or trade-mark.

The efficient, economical way to do this is with EVERHOT Marking Equipment. You protect against substitution, identify your product, and furnish the consumer with a definite guarantee of quality. And because the consumer knows that no meat packer or sausage manufacturer will knowingly put his name on an inferior product, he buys with confidence.

This is the only sane, sensible way of building sales. And the EVERHOT method of product identification is the RIGHT way of accomplishing your aim. Write for complete particulars and descriptive literature!

EVERHOT MANUFACTURING CO.

196 St. Charles Ave.

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EVERHOT



NO STUFFING PROBLEMS HERE

If you will use

SYLPHCASE K CASINGS

(Reg. U. S. Pat. Off.)

for your Sausages and Ready-to-Serve Meats
you will be amazed at the results

If stuffing operations are uniformly controlled at the stuffing machine SYLPHCASE K will produce sausages of uniform size.

Because of the strength, toughness and excellent stretch of these casings they do not bulge or balloon while being stuffed. Full stuffing capacity is another feature of SYLPHCASE K.

SYLPHCASE K casings have clarity and sheen. They display the natural appetizing color and richness of the meat mixture.

Colorful outstanding printing designs enable your customers to reorder Deliciously Different Brands.

Samples and attractive printing designs
submitted upon request.

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CARLOT AND MIXED CARS

PORK • BEEF • LAMB • VEAL

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VACUUM-COOKED MEATS

Refiners and Exporters

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THE RATH PACKING CO.

WATERLOO, IOWA



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One of the most complete and fully modern beef slaughtering plants is being completed in St. Paul to take care of our ever growing clientele.

*Equipped to fill
your every requirement
for Dressed Beef • Sausage
Materials • Boneless Meats
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"Ready to Eat Meats"

FERRIS *Hickory Smoked* **HAMS and BACON**

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Pork Packers **CLEVELAND, OHIO**



Sausage
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Lamb Veal

FRIED & REINEMAN PACKING CO.
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AKES YOUR SAUSAGE

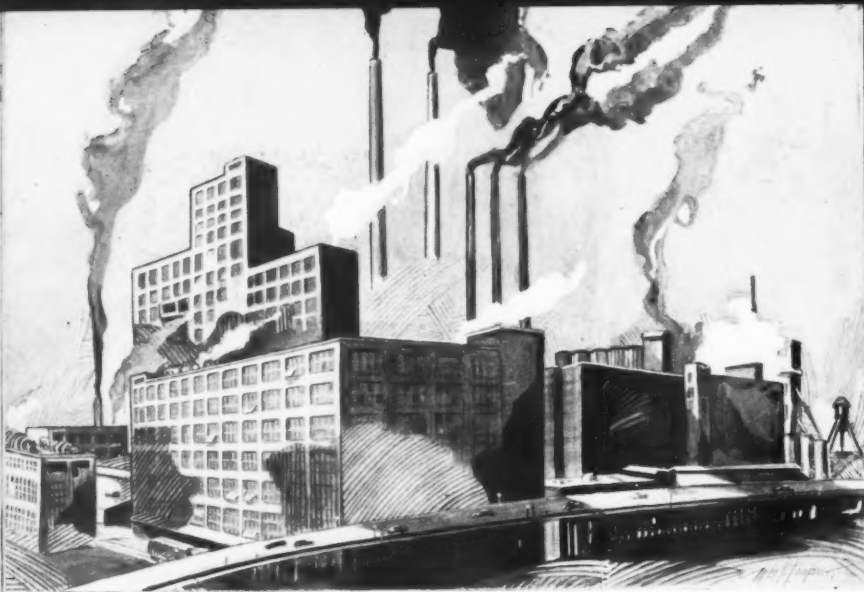
Perfect



STALEY'S SAUSAGE FLOUR is more than just a binder. True, it increases yield, improves binding qualities, helps the meat to retain its natural juices, and prevents shrinkage. Staley Sausage Flour does all these things and does them well. But, in addition, this scientifically developed flour has a way of increasing the dealer's sales of YOUR product, because it adds show-case appeal, gives that clean cutting structure, that colorful appearance consumers look for. And it brings out the full depth of flavor which, in the end, is the test of good sausage.

STALEY'S SAUSAGE FLOUR

*for
BETTER
sausage*



Behind STALEY'S SAUSAGE FLOUR

The large Staley plant at Decatur, Illinois, was made possible by the jealously guarded Staley reputation for **dependable products, fair dealing and honest prices.** Every facility of the great Staley organization has been centered upon this job: To produce a sausage flour which is not merely a sausage flour but a **sales promoter** as well.

And this sensational Staley product costs you no more to use! Write the Staley Sales Corp., Decatur, Illinois or your nearest distributor for more facts.



New ideas, new products are constantly being developed in the Staley research laboratories. Staley's Sausage Flour is an example of Staley leadership. Here's a sausage binder that is head and shoulders above the crowd.



Scientific control of every step in the process of manufacture of Staley's products is assured by the extensive laboratory system maintained at the Staley plant. One of the jobs of these laboratories is to keep Staley's products uniformly high in quality.

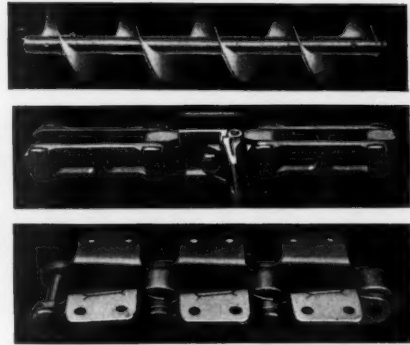
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STALEY SALES CORPORATION

Decatur, Illinois

Packing Plant Conveyors by LINK-BELT



Consider the number of times your product is handled from the live to the finished state, and by what means.

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THE NATIONAL Provisioner

Volume 93

THE MAGAZINE OF THE

Number 17

Meat Packing and Allied Industries

OCTOBER 26, 1935

IN THEIR *Own* HANDS!

● Packers Deliberate on Their Problems With "Caution!" as the Watchword

ONCE AGAIN THE STORY OF MEAT PACKING—as the largest and most important industry in the life of a great people—is spread on the record. Not only in its ramifications, but in its relationships, it so qualifies.

Meat packing is the processing division of the most important branch of American agriculture.

It furnishes one of the principal foods of a great people.

It provides employment for many thousands.

It is one of the largest buyers of supplies and equipment.

And in addition to food, it gives to the world raiment and many other articles of every day use, as well as many of its vital preparations for the preservation of health and life itself.

Problems of the Industry

In the conduct of this great industry problems are ever-present—problems from without and from within.

In common with all industry, meat packing has been faced with problems created by governmental socialization efforts and increased costs resulting therefrom — costs which had to be covered in a period when the buying power of a considerable percentage of the population was little above the subsistence level.

This meant that the industry's products must be absorbed in a market where resistance to price increase was strong, and where competition from other and less costly foods was keen.

An Unhappy Conjunction

Then Government and Nature joined hands with Increased Costs, and injected the factor of Limited Supply.

What Government considered surplus pigs and sows had

been slaughtered, contracts were made with farmers to raise fewer hogs, and a tax was placed on those marketed to compensate producers for their decreased production and to increase their total income.

Hardly had plans for the reduction program been perfected when Nature stepped in and cut off the rainfall. Crops dried up and died, farmers rushed their animals to market because of lack of feed and water, and hog supplies ultimately dropped to the lowest level in the history of the American meat packing industry.

A Blow to the Backbone

The real backbone of the industry is in the hog division, which calls for extensive processing operations. Something happened when hog supplies were seriously curtailed. Widespread readjustments were necessary.

All of this came so suddenly—even though with warning—that packers were bewildered and found it difficult to change—literally over night—their buying, operating and merchandising habits of many years. As a consequence many troublesome problems arose.

This was the situation in which packers found themselves when they met in the thirtieth annual convention of the Institute of American Meat Packers, held at the Drake Hotel, Chicago, October 18-22, 1935. Their deliberations hinged on operation of the business under these conditions of high cost and shortage, which ap-

pear likely to be with them for some time to come.

Can Solve Its Own Problems

Frank A. Hunter, chairman of the board of the Institute, struck a note of optimism when he said that the industry had no problems that could not be solved by the industry itself. He felt, however, that the convention deliberations had sounded the watchword, "Caution!" The situation of small stocks and short supplies in prospect was well understood, and the industry's job was to merchandise these at a price fair to the public, but one that would net the industry a small profit. "All it takes is intelligence and determination, and we have them both," he said.

In the year ahead beef and veal supplies promise to be fairly adequate, lamb somewhat less than in the year just ended, and pork no more and probably less than the small volume of 1935.

Will the packer improve his merchandising methods, and find some way of getting that small profit for himself of which chairman Hunter spoke? Will the packer sell on the basis of replacement cost, especially on a rising market? On a falling market he will be forced to sell on the basis of replacement costs.

Attention to Merchandising Methods

Will he watch his interests on a rising market? Can sales outlets be brought into line, and made to sell at the market quoted to them by their home office? Will executives see that their sales managers—and, through them, their salesmen—adopt a policy of sticking to the price based on the market, and not be influenced by what competitors are doing?

These are some of the merchandising questions packers were asking themselves and each other.

None of these things should be difficult of accomplishment in a year of scarcity. But that period will soon be gone, and the important thing is that when the cycle of plenty is again with the industry it will have so established its selling policies that the bad practices developed over a long period of years will no longer prevail.

In this connection chairman Hunter pointed out one of the things hard to understand regarding operations of the past year:

In the face of the forecast of small hog supplies packers sold their smoked meats, boiled hams, sausage and lard under replacement cost practically for the entire year. "It would seem only natural," he said, "that with a known short supply ahead a strong price position would have been taken on current business. A repetition of this kind of merchandising this coming year, without the cushion of inventory profits, will be a tragedy indeed to many of our members."

Face a Puzzling Year

Because of low storage stocks, because the coming year promises to be a "topsy-turvy year" so

far as hog marketings are concerned and because there is so little prospect of speculative profit, it was pointed out that day-to-day operation must furnish the packer's profit.

Not all of this will be made on the actual selling of his product. First he must buy right, as nearly as possible in a period of extreme shortage. Packers were given an opportunity to discuss right buying and to see buying in operation on the Chicago Union Stock Yards during the convention as a feature of one of the sectional meetings.

Then, the loss on hogs sustained in day-to-day operations over a long period of time must be eliminated if that narrow margin of profit is to be realized in the industry.

Our Old Friend "Cutting Losses"

"I would like to bring to your attention our old friend 'Cutting Losses'," chairman Hunter said. "Like the weather, we talk about him most, and do about him least. We have been fighting the old boy for ten summers and winters and yet, in spite of this, he hangs up two new records on us this year."

One of these was the greatest cutting loss and the other was cutting losses of longest duration. Cutting losses usually average 41c per hog, but in the year just ended they averaged 53c. The chairman rather whimsically surmised that the industry may be socialistic and not be aware of the fact—that after all it may be producing for use and not for profit.

Perhaps no one subject has received more attention than the way hogs cut out. Every week the Institute sends a hog cutting test record to its membership, and every week THE NATIONAL PROVISIONER publishes a representative hog cutting test on four average weights, using representative Chicago prices, costs and credits. Packers are urged to make frequent cutting tests; to make yield tests to be certain the hogs they buy are yielding as well as the averages shown, and to substitute their own costs and credits to see how they are coming out.

Some do this and some do not. Those who do not are likely to make trouble for themselves and for the market generally. The calculation is a simple one, and no packer should permit his hog department to be without its daily test, which he scrutinizes regularly and sees that it is kept in line.

What About the Processing Tax?

Every packer who slaughters hogs came to the convention with a question in his mind as to the future of the processing tax on hogs. The present situation regarding the tax and its implications was logically and clearly described by a young industry attorney, John Potts Barnes, and readers are urged to turn to his talk in the following pages to refresh the memories of those who heard him, and for the vast amount of information contained therein for those who were not present.

WHAT ABOUT PROCESS- ING TAX?

Crowded convention listens closely to the story of the AAA and the processing tax situation, as told by lawyer John Potts Barnes.

There was the urge to producers to raise the average quality of their livestock if the meat produced therefrom is to hold its place in the sun, and not be displaced by other foods. No country in the world has better livestock than the United States, but other countries have

a higher quality average. Such countries, though far removed from their consuming markets, have made important places for themselves in world trade.

Examples Abroad for Us

This fact was brought before the convention by R. H. Cabell, president of Armour and Company, who during many years of residence abroad had an unusual opportunity to observe this influence.

Mr. Cabell pointed to the high average quality of the beef of the Argentine and to the importance of this beef in the English trade. He called attention to the fact that Denmark had set about to produce quality hogs that would meet a discriminating trade. As a consequence—in spite of world trade barriers of many kinds—Denmark still holds first place on the British market. He pointed to those faraway Britishers of New Zealand who have made an important place for themselves in the world's lamb trade.

In each case the result has been achieved because a special effort was made to produce what the consumer wants—not what it is most convenient for the producer to raise!

Quality is the Advantage

No one of these countries has advantages the United States does not possess. None has a higher quality of livestock than is produced in limited numbers in this country. But each has seen the advantage of raising the quality of all of its cattle, hogs or sheep—as the case might be.

That is the need in this country, and the meat packer can do much to improve his raw material supply by spreading the gospel of livestock improvement and production of an animal type best suited to market needs. When he can convince the 61½ million livestock farmers in this country that

An interesting point frequently overlooked in acceptance of the government program to reduce hog supplies in this country—because we had been producing for an export market no longer in existence—was made by Wm. Whitfield Woods, president of the Institute, in the course of his address to the convention.

A Point Overlooked

Mr. Woods showed how increase in population taking place in the United States from year to year would absorb more than the total average quantity of pork meats and lard exported during each of the past ten years, were these products available at a price within the buying reach of all consumers. Per capita consumption of pork meats has declined in recent years, whereas were the level maintained a volume considerably higher than that normally going into export would be required to satisfy demand of the annual population increase.

Matters of plant operation and improvement, construction, scientific control of operation and manufacture of that all-important meat product—sausage—were covered in considerable detail in the section meetings of the convention. As in past years, these were some of the most important meetings of the convention for specialized groups.

Constructive Information

Constructive general suggestions for improving the industry and making it better understood were made in the course of the general sessions of the convention. These included improvement of meat quality, education of consumers to costs entering into the meat products they buy, and a general program of meat advertising and publicity—not only to maintain the position meat has so long held, but to improve and broaden it.

it costs no more—but rather less—to raise and finish a good meat animal than it does to produce a poor one, then no meat in the world will be better than that in this country, and there will be less danger of other food inroads on the meat dollar.

Another point made by Mr. Cabell can well furnish food for thought for every packer—because none escapes, large or small. That is the fact that the packer is becoming more and more a tax collector, not only for the federal government, but for state, county and city governments.

Packer as a Tax Collector

This is exceedingly important, because the packer deals in food, and there is resentment on the part of the buyer at the increasing cost of his food. Business hasn't any hidden treasury out of which it can pay taxes, Mr. Cabell said. The only way to get the tax money is to include it in the cost of operation.

Both producers and consumers want to know why the spread is so wide between the price the farmer gets for his livestock and the price the consumer pays for his meat. An important answer is—taxation all along the way. Unless the consumer pays an income tax he does not realize that he is paying a heavy tax on everything he buys. He thinks instead that the packer is arbitrarily increasing his costs.

It is time the packer found out just what part of his operating cost is made up of taxes, and let the public know that no little part of the price paid for food goes for taxes of one form or another.

Sales and Advertising

Two important things the industry has before it—and the sooner something is done about them the better—are an industry advertising program and an industry educational program. Something has been done in both fields, but not nearly enough, it was pointed out. One brilliant young packer executive said during his visit to the convention: "This industry has the food of champions, and it is really sickening to think we have done nothing with it."

In the course of his discussion of "Current Sales Problems" A. C. Sinclair advocated an industry advertising program, put in the hands of a live advertising agency and conducted under the name and auspices of the Institute of American Meat Packers. Part of such an advertising program would be to bring back into the fold those meat eaters who had strayed into other food fields during the high price era, and part would be a natural promotion of an essential and superior food product.

Praise from Without and Within

Gratifying commendation was given the industry from without and from within its ranks. Elmer Brock, Wyoming livestock producer representing Western cattle interests on the program, told the packers they had performed their function in a manner so creditable that "you are not only vital to us as producers, but you are an asset to the nation." It was a proud day, indeed, when understanding between the packing and producing interests had reached a point to bring such high praise to the meat packing industry.

From within the industry Armour and Company's new president voiced a viewpoint gained during a quarter century residence abroad that "You gentlemen have developed a splendid distributive system, and your accomplishments in the field of plant operations and by-product developments constitute a series of achievements which are a credit throughout the world."

Why Borrow Trouble?

"Why borrow trouble when you really don't need it?" said the delightful little Japanese songstress at the annual dinner closing the convention.

That was the attitude of most packers who left for their homes happy in the renewal of friendships, in the new contacts made, and in a better understanding of their general situation. Though many adverse factors are still in evidence, there is a peep of dawn over the horizon, bringing with it a reasonable hope that the end of another year will see conditions in the industry approaching normal once again.

● *Official report of convention proceedings, section meetings, exhibits and all other activities will be found on following pages*
See last page for Editorial Index

PROCEEDINGS OF THE CONVENTION

First Session

Monday, October 21, 1935.

Opening session of the 30th annual convention of the Institute of American Meat Packers, held at Drake Hotel, Chicago, Ill., convened at 10:30 a.m. Frank A. Hunter, chairman of the board of directors of the Institute, presided.

CHAIRMAN HUNTER: First, I wish to say something about the Institute. In one of the most difficult and trying years in its history, the Institute has rendered invaluable service. It headed the successful defense of this industry against unfair legislative proposals, which, if enacted, would have permitted an unparalleled encroachment on our business and on our rights as business men.

It has kept the membership fully and promptly posted on legislative developments with respect to processing taxes, and at a hearing held last month in Washington submitted a statement on behalf of the membership arguing against continuance of the processing tax. This I think, was a masterpiece of logic and an effective argument. Mr. Woods presented this case, and I think convicted proponents of the tax on their own statements.

Little Criticism of Packers

Whether this statement will influence those clothed with authority to the extent it deserves, we can not, of course, tell.

During the period when some consumers were complaining about higher meat prices, the Institute guided public relations so effectively that the industry has been relatively free from blame for a situation which was not of its making, but for which unthinking or uninformed people easily might have blamed it.

Such criticism as has been made of the industry has come almost exclusively from political or communistic sources. During all of this time, the full program of service to the membership has been maintained and expanded. If a trade association is to be of maximum value, it will be busiest when its industry is going through trying times. Our Institute has been busy this year.

From the more intimate relations I have had the past year with the president of our Institute and his most efficient staff, I have realized more than ever before the loyalty they bear members, the long hours they work, and the intelligence and diplomacy they exercise in their manifold duties.

Institute Activities

The Department of Purchasing Practice, under Harry Osman, has negotiated many attractive new contracts by

which members can save money on purchases of equipment and supplies. I strongly urge any members not familiar with this service to investigate it promptly.

Department of Packing House Practice and Research has continued to supply us with helpful and practical suggestions for improving plant operations. Frequent calls are made on Henry D. Tefft for his advice and counsel on operating problems.

Department of Scientific Research, headed by Dr. W. Lee Lewis, has continued its counsel on technical problems and its investigation of lard. Results will become increasingly apparent to every packer.

Service Laboratory of the Institute continues to lend its fine service to a large number of Institute members.

Departments of Organization and Accounting, and the Department of Marketing have supplied virtually every figure wanted during the past year. The value of statistical and marketing information supplied by Mr. Greer and Mr. Lewis has been inestimable.

The services of the Department of Waste Elimination—Homer Davison is director—were drawn on for years in making recommendations.

Profits from Inventories

The Department of Live Stock, also headed by Mr. Davison, has continued its efforts to improve character of raw materials with which the packing industry works.



FRANK A. HUNTER
(Hunter Packing Co.)
Chairman of the Board.

Staff of Department of Public Relations and Trade, under direction of Wesley Hardenbergh, has had a record year in amount of important work done. Public relations problems have been pressing. You will hear more about them later.

Branch offices of the Institute in four key cities have continued to serve effectively. The Washington office—A. W. Gilliam, assistant—has been particularly helpful. In New York, Pendelton Dudley, eastern representative of the Institute, has done good work. New York is also the home office of Lyle W. Jones, traffic representative.

Western offices continued to function vigorously. E. F. Forbes is director of the western office. H. D. Newcomb is in charge of Los Angeles office.

I have no specific information as to financial results experienced generally by packers this year. I think it is safe to assert, however, that any profits have resulted largely from inventory enhancement rather than operating profit.

It seems to me we must turn our attention to an operating rather than a speculative profit. In figuring costs we have not reckoned fully with increased labor and supply costs brought on by NRA. We haven't seen much yet in tax increase to cover Government deficits. We can only shiver in contemplation of what is to come.

Cutting Losses High

We have in prospect payroll assessment to cover old age and unemployment insurance. The year ahead does not seem to offer great opportunity for speculative profit. Production control, followed by drought, brought us to present levels of prices. With correction of these causes under way, it seems improbable we shall see higher prices. If this is true, we shall have to look to the daily grind for a profit in 1936.

Some things about this year's operations are hard to understand. A year ago at this convention, a representative of the U. S. Department of Agriculture forecast the hog supply for 1935 with accuracy. We were all advised of the prospective shortage. Yet in the face of these conditions we sold smoked meats, boiled hams, sausages, lard, etc., under replacement cost during practically the entire year.

It would seem only natural, with a hog shortage in prospect, that a strong price position should have been taken on current business. Without a sufficient inventory profit the coming year the situation of many of our members will be tragic.

I would like to call attention to our old friend, "hog cutting losses." We talk about this most and do least about it. We have been fighting hog cutting

losses for ten summers and winters. In spite of this he hangs up two new records this year:

- 1.—Greatest cutting loss, and
- 2.—Cutting losses of longest duration.

We seem to be losing our precision. In past years, with all our staggering and stumbling, we generally finished the 12 months with about 41c per cwt. average cut out loss.

This year this loss has jumped to 53c per cwt. I am wondering if the intelligence, traditionally attributed to this industry, is becoming anemic.

Packers Profits Small

Karl Marx uses a phrase: "Production for use, not for profit." We may be Socialist and not know it. I suggest a slogan "Production for profit, not for play."

Comparing meat packing with other industries, we do not look so well. There are single corporations in each of the petroleum, automobile and steel industries which have made more money in a single year than the total profits of all packers for all years since these newer industries have been in existence. They are taking a big part of our share of the consumer's dollar.

I believe meat packing—because it is the great link connecting livestock producers with consumers—has an obligation to keep meat marketing as smooth and orderly as possible. To this end I have a suggestion to make:

Narrow daily price fluctuation on livestock purchases. Make these 5 to 10c higher or lower instead of 15 to 25c or 40 to 50c.

A cattle feeder, for example, probably expects \$5.00 to \$10.00 per head profit from feeding his cattle over a period of four to six months. He gets his cattle on the market on Wednesday, following a break of from 50c to 75c on Monday. His entire expected profit is wiped out. The following Monday his neighbor comes in on a 50c to 75c higher market and goes home satisfied. He made \$10.00 to \$12.00 per head.

Grave Hazards in Wide Price Changes

Why should the practical cattle-feeding business be so hazardous that the mere chance of being on market Wednesday instead of Monday means a profit or a loss on feeding operations? What does the feeder who lost money think and say about the packer?

During the current year live hogs advanced \$1.90 per cwt. in a ten-day period. Just recently live hogs declined \$1.80 in eight days. In a business where margin of profit, if any, is a fraction of a cent per pound, does it seem reasonable that within 10 days price change should fluctuate 10 times the amount of profit? If you think it reasonable, try to make an outsider understand it.

We frequently see dressed beef, veal

and lamb \$2.00 to \$3.00 per cwt. higher or lower from one week to another. What do eastern jobbers think and say when they have two or three cars of dressed meat arriving costing \$2.00 to \$3.00 per cwt. higher? These wide fluctuations put too much hazard into our business. They affect producer, packer and jobber alike—bad for all of them.

Unfortunately, packers get the blame from both ends. This, I think, is the main reason for bad public feeling which shows up now and then. Why should price of beef, pork or mutton fluctuate in value 20 to 25 per cent in a week or ten days, due to weather?

I do not advocate narrow price fluctuations on advances alone, but on the declines as well. This price condition cannot be improved by packer efforts alone, but it seems to me the idea should be explained to the producer, the commission man, the U. S. Department of Agriculture, and probably to wholesalers and retailers of meat. It seems to me so obviously beneficial to everyone concerned that it should be accepted readily.

All Concerned Should Have Facts

We have precedence for this idea in actions of boards of trade limiting daily fluctuations of commodities traded. I do not suggest that we ask livestock exchanges to limit fluctuations, but I would like to see producers, commission men, the U. S. Department of Agriculture and all others interested contacted to get their reaction to this suggestion. This would be a big help to all.

I am not conveying any thought or wish that the packer can do anything of and by himself to correct this situation. My idea is that, if there is any merit in the plan, a wide distribution of the thought to everybody interested might finally crystallize into some constructive action.

CONVENTION SCENES

(See opposite page.)

Largest attendance in many years kept everybody busy.

1. Crowds at registration desk are promptly handled.

2. Kingan executives register: president R. S. Sinclair and vice president W. R. Sinclair.

3. President Woods, chairman Hunter and vice president Hardenbergh compare notes.

4. Taking care of the press: Vice president Hardenbergh and his secretary Miss Mackness, and Geo. M. Lewis pass on press releases.

5. Board of directors takes time off for a luncheon meeting.

6. Leaders happy over convention success. Seated (left to right): W. S. Clithero, Thos. E. Wilson, E. A. Cudahy, jr., Frank A. Hunter, W. W. Woods. Standing (left to right): Oscar G. Mayer, W. E. Felin, G. F. Swift, R. S. Sinclair.

Many of us know that the attitude of a packer giving an order to buy livestock and that of the salesman offering livestock for sale on a light supply, following a bad storm or when roads are bad results in the 15 to 25c price advance. Under some conditions the price may be up 40 to 50c. We all know the evil effects.

Cause of Gluts and Shortages

Wide price fluctuations tend to make the livestock gluts and shortages. If cattle are 25c higher Monday, and 25c higher Tuesday, due to some improvement in beef trade, the higher price necessarily has to be passed on to consumers. This, to a degree, slows up demand and stops movement of beef. On the other hand, higher prices for livestock attract heavier movements. The whole set-up is such as to get us into these bad market situations.

Leverett S. Lyon, executive vice president, Brookings Institute, will discuss two great problems which always confront our industry. "Some Current Forces in Distribution" is the topic. What conditions will we face in selling our product next year? What will consumers demand in the way of quality, service and price? What are the things we must remember as we start out on our annual undertaking to find a market for the nation's meat supply?

What of Distribution?

By LEVERETT S. LYON.

Our distribution system never stays put. There was a time when one could speak freely of the way in which manufacturers sold their products to wholesalers, or to wholesalers through sales agents, and how these products then passed on to retail stores and consumers.

Hardly more than 20 years ago, this general description would stand reasonably well, although it was necessary to mention a few newcomers in the distribution field, such as the department stores, mail order houses and chain stores.

By the middle twenties, the picture had changed decidedly. Chain stores had captured the interest of all observers, as well as distributors. It was not unusual to find speakers indicating that the chains would before long control market distribution.

At a later point I shall refer again to development of various channels of distribution. At this point, it seems more worth while to point out reason why distribution never stays put. We no sooner describe channels of distribution than we have to begin over and do it differently.

Many Forces Influence Distribution

Marketing is a far more complicated and flexible activity than manufacturing. Essential element in manufacturing

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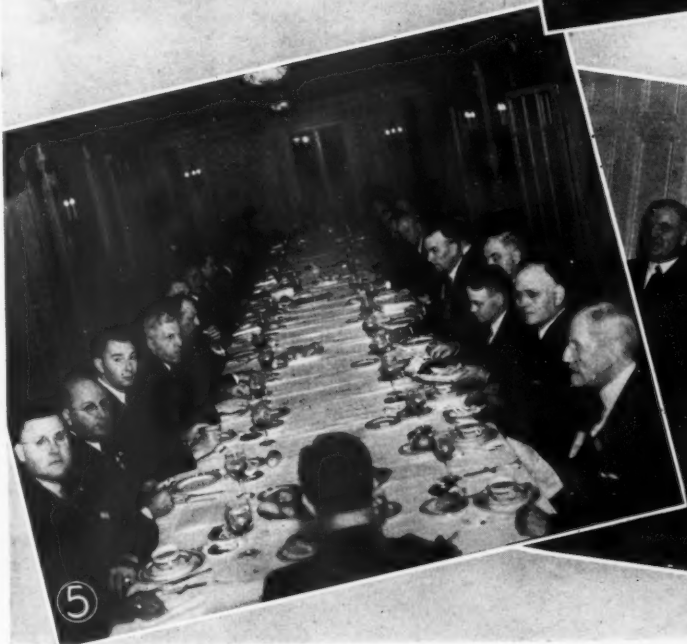
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READY FOR THE VISITORS.

Institute staff beauties (left to right) Frances McMahon, Ruth Jones, Betty Walsh, Hilda Bjork and Erna Waage, give smiling service, with office manager E. W. Files to supervise and G. E. Comstock of the Remington-Rand Co. to see that the fine new Remingtons are kept nice and shiny.

ing is physical. While manufacturing enterprises must be financed and raw materials must be purchased, its major problem is to fabricate raw materials into a different form. Manufacturing changes, but it can change in important ways only through development of physical discoveries or new materials or new forces or new applications of force which enable men to work on materials more rapidly or more effectively than before.

For the most part, such developments come slowly. They came so slowly during most of the history of mankind that the relatively rapid changes following invention of steam power and use of steam-driven machinery, were called a revolution in industry.

That revolution, at various rates of speed in various types of manufacturing is still going forward. With the application of electricity and all this has implied, the revolution is still transforming many types of manufacturing at as rapid a pace as it was changed by introduction of steam power 150 years ago.

Refrigeration Changes Meat Distribution Set-Up

But distribution is, I believe, subject to a far greater number of current forces than manufacturing. It can be modified by all the physical forces which work on manufacturing. Use of steam and electricity, as applied to transportation, affects market distribution as basically as it does manufacturing.

Moreover, every physical change in

manufacture of a product affects possibilities of marketing that product. In this great industry of meat packing, for example, a revolution occurred when refrigeration of meat on an extensive scale was proved to be practicable. What we think of as modern distribution in this industry came largely from a physical device—the refrigerator car.

It was this, more than any other single factor, which moved packing plants



GEORGE A. SCHMIDT
(Stahl-Meyer, Inc.)

Vice Chairman of the Board.

to livestock centers and which made possible meat distribution on a national scale. In later years new mechanical inventions, some of which added to possibilities of preservation, others which made possible new packaging and protection, brought about extensive changes in distribution of products of this industry, particularly in retail outlets through which they are sold.

Physical changes, however, do not constitute the main factor which keeps market distribution more or less continuously in a state of change and fluctuation. The important fact is that market distribution consists of the performance of a wide range of activities or functions such as selling, delivering, storing, financing, pricing, etc.

Any given distributor may at any time find it advantageous to perform these in different combinations, or to omit performance of some of them and perform only others. Or he may change the extent to which he will perform some of them, perhaps emphasizing some and not emphasizing others.

Influence of Chains on Distribution

This may be illustrated by facts with which we are all familiar. It has been common to say that certain functions are performed by wholesaler; others by retailer. Yet all of us have seen how mail order houses and chain stores have combined the performance of many wholesaling and retailing activities.

The chain store, particularly in the food field, has made a very different combination from the department store or mail order house in the fields in which they specialize. Whereas the large department store has taken over certain wholesaler functions of finding sources and buying in large quantities, it has emphasized the giving of service to the buyer, attractive surroundings, long credit, frequent delivery, and the like.

The typical chain on the other hand, while also absorbing in its retail activity many of the wholesaling functions, has minimized — indeed it has completely cut off — certain services which had before always been associated with retailing.

For the attractive surroundings, easy credit, and frequent delivery, the chain store has substituted plain standard outlets, a policy of cash only, and no deliveries at all. These functions it has not eliminated from distribution, even though it has eliminated them from its own work. What it has done is to give consumers a chance to perform them for themselves, and to pay them for their performance by the savings which may thus be made.

Conditions Favored Chains

Congestion of population, coming of the automobile and improvements of roads and streets, have all played into the chain store's hands in this respect, as did for many years the increasing costs of food. But these were some-

what accidental to the situation, although it was important that the functions which chains gave over to consumers' were, in part, those which fitted into the world with which they were surrounded.

The variety of tasks to be performed in market distribution are sufficiently varied and many, so that their performance, always is being affected by some change outside the field of distribution itself. This makes it possible for a shrewd and energetic person to hit upon a new combination, or a new emphasis, which gives him a hold in the marketing field.

The chain store is an outstanding example of such a recombining and re-emphasizing of distribution tasks in an economic situation to which it was well suited. But, so was the wholesaler in the days of rapid market expansion. So is the voluntary chain and the super-market of today.

Chain Store Growth Rapid

In the discussion of this topic—some current forces in distribution—growth or retardation of various channels of distribution is a matter of great importance. There is no way in which it is safe to forecast boldly what lies ahead in a field which is so constantly open to many forces. It is, however, worth while to note what can be noted concerning development of certain types of active channels in the American distribution system, and to give some particular attention to what figures show with reference to their current status.

One writer has said that the life of the retail merchant is just one menace after another. First came the menace of the department store, then the menace of the mail order house, then the menace of the chain, then the



JAY C. HORMEL
(Geo. A. Hormel & Co.)
Vice Chairman of the Board.

menace of the voluntary chain, and now the menace of the super-market. All of these are active and vigorous in the field.

The chain developed rapidly, and still is developing rapidly. A student of retailing, writing in 1915—exactly 20 years ago—indicated that best estimates suggested some 2,000 chain store systems in the United States with approximately 25,000 outlets. The Great Atlantic & Pacific Tea Co. was at that time credited with 807 stores.

Census of distribution of 1929 placed

number of chain systems at about 7,000 and outlets at nearly 160,000. From the 807 stores cited as a remarkable development in 1915, the largest of the food chains at its peak in 1931 reported a total of nearly 16,000 outlets, and sales of over a billion dollars.

Chains Gain in Five Fields

Yet the chain has hardly proved the dominating force so fully forecast by those who thought the chain store would monopolize retail business within a comparatively short time. Forecasts of the late 20's are quoted as saying that chains might absorb from 75 per cent to 90 per cent of the entire retail market within a few years.

In 1929, chains did 20.2 per cent of the retail business of the United States. That they are still growing is shown by the fact that in 1933 they had increased their share to 25 per cent of all retail business. The chain store, as a current force in distribution, is best seen by observing that its real development during the depression has been in five fields, with no gain or declines in others.

These five fields are: department stores, shoe stores, cigar stores, drugs, and combination grocery and meat stores. In all of these growth during the depression has been significant. In combination grocery and meat stores chains did 32.2 per cent of the business in 1929 and 43 per cent in 1933. In the grocery field, without meat, there was a slight decline in proportion of business done by chains.

Voluntary Chains Come Into Picture

More impressive as a current force, so far as advancement in the past few years is concerned, has been growth of the voluntary chains. In a recent issue of Commerce & Finance, a writer says

LINE-UP FOR THE NEW YEAR

Officers and directors of the Institute of American Meat Packers for the coming year, elected at the 30th annual convention:

Chairman of the Board—FRANK A. HUNTER, Hunter Packing Co., East St. Louis, Ill.

President—WM. WHITFIELD WOODS, Institute of American Meat Packers, Chicago.

Vice-Chairmen—E. A. CUDAHY, JR., Cudahy Packing Co., Chicago; JAY C. HORMEL, Geo. A. Hormel & Co., Austin, Minn.; CHESTER G. NEWCOMB, Lake Erie Provision Co., Cleveland, Ohio; WILLIAM F. SCHLUDERBERG, Wm. Schluderberg-T. J. Kurlde Co., Baltimore, Md.; GEO. A. SCHMIDT, Stahl-Meyer, Inc., New York City.

Treasurer—H. HAROLD MEYER, H. H. Meyer Packing Co., Cincinnati, Ohio.

Directors (3-year term)—R. H. CABELL, Armour and Company; FRANK KOHRS, Kohrs Packing Co., Davenport, Iowa; D. R. HOWLAND, Miller & Hart, Chicago; W. E. FELIN, John J. Felin & Co., Philadelphia, Pa.; T. HENRY FOSTER, John Morrell & Co., Ottumwa, Iowa; G. W.

BIRRELL, Ch. Kunzler Co., Lancaster, Pa.; ROBERT SWANSTON, C. Swanston & Sons, Sacramento, Calif.

Directors (2-year term)—T. P. BRESLIN, Standard Packing Co., Los Angeles, Calif.; P. E. TOVREA, Tovrea Packing Co., Phoenix, Ariz.; JOHN W. RATH, Rath Packing Co., Waterloo, Iowa; OSCAR G. MAYER, Oscar Mayer & Co., Chicago; FRED M. TOBIN, Rochester Packing Co., Rochester, N. Y.; SAMUEL SLOTKIN, Hygrade Food Products Corporation, New York City; THOMAS E. WILSON, Wilson & Co., Chicago.

Directors (1-year term)—E. C. ANDREWS, Jacob Dold Packing Co., Buffalo, N. Y.; CURTIS CROSS, Valley Packing Co., Salem, Ore.; F. A. DANIELSON, Carstens Packing Co., Tacoma, Wash.; L. W. KAHN, E. Kahn's Sons Co., Cincinnati, Ohio; R. S. SINCLAIR, Kingan & Co., Indianapolis, Ind.; G. F. SWIFT, Swift & Company, Chicago; G. L. CHILDRESS, Houston Packing Co., Houston, Tex.

Executive Committee—R. H. CABELL, E. A. CUDAHY, JR., FRANK A. HUNTER, R. S. SINCLAIR, OSCAR G. MAYER, JOHN W. RATH, GEO. A. SCHMIDT, G. F. SWIFT, THOMAS E. WILSON and WM. WHITFIELD WOODS.

Institute Plan Commission—THOMAS E. WILSON, chairman.



PROUD OF THEIR ORGANIZATION.

On their way to a committee meeting three Wilson executives—Chas. W. Becker, Dr. R. F. Eagle and C. R. Hood—pause to discuss ideas and Ideals.

in referring to their development in the food field:

"From a position of relative unimportance in the retail grocery field a few years ago, voluntary chains and co-operatives have grown until in 1934 they handled approximately the same dollar volume as that sold through corporate chains, according to tabulations compiled by the American Institute of Food Distribution."

According to these figures: "In 1934 Americans spent a little more than 10 billion dollars for food, of which slightly more than 6 billion moved through regular grocery store channels. Approximately 2½ billion was spent in 1934 in voluntary and cooperative grocery stores."

The voluntaries have to learn how to take a leaf from the book of corporate chains if they are to remain in business. Source just quoted suggests that there are few independent retailers, outside of certain large operators, who are conducting a genuine grocery store without being connected with some one of the 775 voluntary chains.

The depression has lent strength to the voluntary chain movement. Not only was the individual chain operator anxiously seeking for some means of saving his business during a period of declining purchasing power, but he saw his brother retailers on every hand taking advantage of the organizational opportunities presented.

Number of Retail Stores Declining

Although voluntary chains have increased greatly in number, it is estimated that number of retail outlets are declining. While retail outlet of the voluntary chain is still well behind the corporate chain in amount of business done per unit, progress is being made in the direction of more sales per unit.

Among the current forces operating in channels of distribution, the chain store is a vigorous factor, and the voluntary chain a still more rapidly growing one. It is important to notice that voluntary chain means a variety of different things. The retailer-owned wholesaler, or the collection of retail-

ers operating under the general direction of some wholesaler, are not alike. Throughout the voluntary chain movement we have excellent examples of the point made in the early part of these remarks—that combinations of marketing activities may be made in almost any variety and form.

Leaving, with this brief statement, the status of the chains and the voluntary chains, let us consider the super-market, to designate it by the title which is most commonly applied.

The super-markets seem to have had their origin under the sunny skies and along the good roads of Southern California. Here it was simple, easy and perhaps pleasant for consumers to assume the tasks of going to market and bringing home purchases. In the West these markets have been characterized by attractive features and fittings of every kind.



H. HAROLD MEYER
(H. H. Meyer Packing Co.)
Treasurer of the Institute.

Unlike these, have been the typical super-markets of the East. In the wild East, names from the menagerie and the jungle have been in vogue. The "Big Bear," the "Wild Tiger," and other similar titles have been nailed in blazing letters to forsaken garages, abandoned woolen mills, and other establishments in which food products, piled high on the most primitive types of benches and showcases, have been vended to the ballyhoo of brass bands, flying banners, and particularly vividly dramatic declarations of low prices.

Super-Market Comes Into Picture

It is too early in the development of the super-market to dare a prophecy as to its significance and future. It is a mistake, in my judgment, to assume that merely because it is a phenomenon of the depression, it is necessarily a child of the depression, or that it will necessarily disappear when, as and if better days come.

Passing by the fact that these markets began in California before the depression, it is important to see that a way has been found to eliminate certain functions usually performed by retail outlets, and to perform others either in different combination or with a different emphasis. Whenever this occurs, those interested in distribution must be aware that it may mean a significant change.

The Super-Market Set-Up

Basically the super-market represents the complete antithesis of all that has been considered indispensable in retailing. Its location is generally far removed from established trading centers. This has usually meant low rent. Vacant lots in the neighborhood appear more desirable than nearness to consumers. This combines low rent with the almost universal use of the automobile.

Large floor space on a sidewalk level is considered essential. Perhaps this is significant in a situation in which the customer carries his own basket. Exterior appearance seems to be of no consequence. And need it be if price and blatant advertising can draw trade? Interior is void of any eye appeal but the eye appeal of piles of merchandise and startling price signs everywhere.

This agency does not attempt to sell by atmosphere, but by price. There are no sales clerks excepting in departments that sell specialties. Here, as in the chain store, the consumer is the delivery wagon.

According to one authority, cost figures of certain super-markets make striking contrasts with those of their more vigorous competitors. While food chains of the larger type, according to the U. S. Census of Distribution, averaged 2.56 per cent of sales for rent; and while the national average for grocery stores was 2.84 per cent, one of the largest of the super-markets is reported to be operating on a basis

of one-half of one per cent of sales for rent.

Costs Low in Super-Markets

Similarly with pay-roll, the heaviest single item of retail expense. Grocery store employees, according to the census, averaged between \$11,000 and \$12,000 worth of goods sold annually. But at least two of the super-markets have been reported as selling at the rate of \$19,000 to \$21,000 per employee annually. It has been estimated that the average super-market will range in total overhead from 5½ to 7 per cent, or approximately 10 per cent less than overhead expenses of competitors.

Those super-markets which have dealt largely in surplus or distress merchandise—job lots and the like—can hardly be expected to survive the depression era. Those which undertake to go around every intermediary agent, and, as far as possible, be the sole marketing agent between producer and manufacturer, will be a real factor—one to be reckoned with—in days of prosperity, as well as depression.

Not only do certain super-markets attempt to be the sole link between manufacturer and consumer, but even their own transportation of certain products practically across the continent has been undertaken at times by the super-market.

And the super-market has already gone chain. How far this will add to its power no one can say. But it will be a mistake to write off as merely a depression phenomenon any agency which, in large centers, can reduce costs as far as has been done by super-markets.

Government Regulation Increasing

Until fairly recently it was possible, chiefly by a comparison of costs of different distribution agencies, to make a sound guess as to their survival and growth. In the past few years, however, extension of governmental regulation of distribution has increased to such an extent that this is no longer possible.

While the NRA was in existence, governmental regulation of distribution took a wide variety of forms. Each



JOHN W. RATH
(Rath Packing Co.)
Director of the Institute.

group that wanted a code looked for an opportunity to get regulation that would be beneficial to itself. That was natural enough. What would have resulted had the NRA continued would have been a distribution system partly the result of economies and partly the result of the types of regulations which were written in the codes.

A legal regulation can build up or destroy a given institution as readily as low or high operating costs. With the passing of the NRA, distribution is affected by processing taxes on manufacturers. The major forms of governmental regulation of distribution are those directed at the chain stores.

These are not to be taken idly, either in considering the future of the chains in relation to other agencies or in the way in which, if successful in checking the growth of the chains, similar developments may be expected in relation to other channels of distribution.

Although local propaganda against

chains was frequently heard much earlier, it is since the middle of the 20th century that resentment of chains has taken organized form.

Chains Operate Efficiently

The "Hello World" and other radio propaganda were followed by and were considerably instrumental in development of anti-chain store associations. Charges made against chains are several. It is only fair to say that they are seldom if ever charged with being inefficient.

Development of the system has, in itself, been adequate proof to most observers that they have found an economical way of giving buyers something they want. Moreover, studies of comparative prices, including those made by the Federal Trade Commission, have indicated that for the goods surveyed the chain has undersold its major competitors.

Further evidence of the economy of chains is provided by a number of studies which have attempted to make careful comparisons between prices at which chain stores and independents offer their wares to the public.

While these studies are not sufficiently numerous to be wholly satisfying, it remains a fact that in practically all cases they support the view that chain store prices are lower than those of independents for identical articles.

Unfair Methods Charged

Perhaps the most important of these studies are those made by the Federal Trade Commission. Their reports, comparing prices of independents and chain stores for a series of cities, including Memphis, Cincinnati, Detroit, and Washington, D. C., in some instances for groceries and in some for drugs, indicated that in each case average of prices in chain stores was below that of independent stores in same cities and in same products.

Leaving the question of the economic advantages or disadvantages of the chains, we come to a second large social issue. This question is: Have the



PARADE OF PACKER PRINCIPALS.

1. I. Schlaifer, sales manager, Dold Packing Co., Omaha.
2. Henry Merkel, Merkel, Inc., Brooklyn, N. Y.
3. Oscar Focke, Wm. Focke Sons Co., Dayton, O.
4. E. E. Peters, jr., Peters Packing Co., McKeesport, Pa.
5. Sam Richardson, Kingan & Co., Indianapolis.
6. A. W. Paulin, Richter Food Products Co., Chicago.
7. J. R. Hinsey, John Morrell & Co., Ottumwa, Ia.



G. L. CHILDRESS
(Houston Packing Co.)
Director of the Institute.

chains achieved their success by fair methods?

There are those who say that methods have not been fair. It is said that development of the chain system is in part at least an evidence of the success of unethical practices. One of these charges of unfairness is that chains have made use of unfair buying practices.

These charges are of two sorts. One comes from manufacturers. This is that a manufacturer who has sold chiefly to a chain for one or more years and thus lost contacts with other outlets for his product, finds that the chain confronts him in the position of a monopoly buyer.

The manufacturer, unable to resort readily to other buyers, must accept from the chain a lower price than would be the case if other purchasers were open to him. It is obvious that the question of fairness in this case is a question of fact.

Buying Methods and Prices

A second charge of unfair buying practice comes from distributors. This usually takes the form of asserting that chains, by some means or other, are able to secure from manufacturers "unfairly large" or "special" discounts and allowances.

It follows, complaining distributors declare, that as a result the chain is able to offer an unfairly low price. Here again, the issue can be stated, but the answer cannot be conclusively given without more facts than are known.

Once more it is a question of facts which is significant. Anyone who is willing to apply the ordinary economic

test is willing to admit that there are cases in which larger volumes purchased by certain chains and greater facility with which sales and delivery can be made to them entitle these buyers, in such cases, to a price proportionately lower, as costs involved are lower.

But whether special allowances and discounts for quantity represent discounts beyond—perhaps far beyond—the economies involved is a matter upon which little is known with certainty by observers and students of these questions.

Not only are the questions of discounts and allowances for possible economies and for services rendered extremely difficult to compute, even when facts are known, but this whole problem is made the more difficult and all action the more open to easy criticism because discounts and allowances are cloaked with secrecy.

Store Practices Condemned

A difference in prices charged to two customers may be a wholly justified differential based on differences of cost and service, or it may be an unfair discrimination in price. But all differentials, in even the suspicion of a differential, tend to be regarded as unfair and unjustified discrimination when they are secret.

So long as there are price differentials, justified or unjustified, there will be charges of discrimination. The remedy, if any, is to be found in an extension, in as many areas as practicable, of open price plans which make known to all interested parties prices at which products are being offered for sale in various qualities, quantities, and terms.

Another charge, that chains have achieved their success through unfair means, relates to selling practices. It is said that the chain's success has been built in part upon use of confusing and misrepresenting sales methods. Charges of deliberate misrepresentation as to quality of goods, underweight, and the like have been frequent.

The Federal Trade Commission, in its general chain store investigation, made an effort to analyze question of underweighing. Their figures show curious differences between different cities and in different situations and are not sufficiently conclusive to condemn or commend the weight policy or weighing skill of any of the groups of retailers as compared with other groups.

Local Business Interests Hostile

Time forbids that we touch upon certain other charges of unfairness. So, too, we may pass over charges of monopoly. But these should be mentioned. Certain complaints against chains, usually arising from personal interest of certain individuals, which easily are translated into questions of

community interest, have some real social importance.

Illustrative of these are complaints that chains are tending to cause the disappearance of independent merchants. Similar is the complaint of the local banker that business which would come to him if retailing were carried on by independent merchants is transferred by chains to large banks in metropolitan centers.

No different is the complaint of the local insurance representative or the objection of local newspapers that chains do less advertising than competing local merchants. All of these, while arising chiefly in the interests of certain individuals, easily become identified with what is thought of as "the interests of the community."

Members of the community tend to give support to the complaints of these individuals, partly because the individuals are personally known, but partly because, as members of the community, they have an interest in the continuance of certain local enterprises. Continuance of the local bank, the local newspaper, and other local activities represent real values in the minds of those living in local communities.

Local Interests Oppose Chains

Newly developing agencies, which are felt to be in conflict with these, are regarded as harmful to certain social standards by which the community judges its own welfare. So long as these interests do appeal to any considerable number of members of a community as having community values, so long will the introduction of any agency, however economical or useful



ROBERT SWANSTON
(C. Swanston & Sons)
Director of the Institute.

in other respects, find a problem of adjusting itself to the situation.

Another type of complaint against chain stores arises from community interests which are less personal in their origin. These are the complaints of churches and charitable organizations that chain stores do not contribute, as do local merchants, to philanthropies of the community.

Similarly there is the complaint of local chamber of commerce that local business interests do not receive from chain stores that support and counsel on business and civic problems which is given by independent merchants. Here again it is necessary to recognize a social standard which is of real importance to the community, whatever may be its value from other points of view.

This country like most others is in part a nation in its social relationships and in part a great number of local communities, each with a strong interest in the activities which center in the community and have little contact with what lies outside. These interests, representing real values to the persons who are essentially community minded, naturally resent what they regard as forces weakening their existence, whatever their utility in other directions.

Anti-Chain Store Legislation

Out of a combination of these complaints—some purely selfish propaganda, some a real clash of values, and some political aspirations and representation which utilize all of these three—has come a legislative attack on the chains of no mean proportions.

One writer has summarized this attack in these words:

"Anti-chain legislation, which made its first appearance in 1927, has since spread rapidly. There are now 19 states in which such legislation of one kind or another has been enacted.

"State anti-chain laws vary widely in severity. The older laws, for the most part, place merely a moderate handicap on chain store systems. Much of the recently-enacted legislation is exceedingly drastic. Laws against chains in Louisiana, Florida, Iowa and California, all of which, with the exception of the Louisiana law, were passed in 1935, will, if found constitutional, not only hamper chains seriously but may drive many of them out of existence in those states.

"Anti-chain legislation is now being tested in the courts. Out of a total of 28 court decisions rendered to date in state and federal courts, 16 have been favorable to the chains and 12 have been unfavorable. Some decisions have favored, others have opposed such laws.

"The Indiana anti-chain store tax of 1929, for example, requiring a graduated license fee based on the number of stores owned within the state, was approved by the United States Su-



CONFEREES AND A HAPPY PAIR.

1. H. H. Meyer and Chester G. Newcomb talk over market phases with Geo. M. Lewis and H. C. Greer of the Institute.
2. Swift experts confer: G. M. Pelton, Chicago; W. F. Schuette, New York; J. L. Collins, Chicago.
3. Mr. and Mrs. Max Lowenstein of Detroit enjoy the convention.

preme Court. On the other hand, a graduated gross-sales tax law, passed in Kentucky in 1930, has been invalidated. There are many points of legal controversy in present anti-chain store legislation. These legal conflicts will continue until the major issues raised by these laws have been settled."

Is Legislation Supplanting Initiative?

All of this indicates that, in considering current forces in distribution, it is vital to be aware of possible effects

of legislation. Not only is the present administration inclined toward social control, but it is important to see that it is the business groups themselves that are largely responsible for the rise of legislation—a weapon to smite their enemies.

Anti-chain store legislation did not originate in minds of politicians. It originated with business group opposed to chains. At least part of the federal bills have been the work of lawyers for business groups. And, it is reported, chains themselves have

been urging laws to lay low the supermarkets. It is possible that we are reverting to a period when business groups are turning to legislation to defeat their competitors, rather than to lowered costs and more efficient operation.

Is ability in getting laws passed, rather than better service and better products, to become the means of survival? I believe it not too much to say that some movement in this direction is one of the significant current forces in destruction. As a force, it is one the direction and power of which no one can predict. But it is not a force which will work with a single eye to efficiency. It is not a force designed to accomplish the economic ideal—better goods and better services at lowest prices for the consumer.

In other countries, as well as our own, governmental regulation of distribution is growing. The German government has in the past two years endeavored to reestablish stability of small independent trades by enacting legislation designed to restrict activities of chain stores, department stores and mail order houses.

Abroad, as well as at home, that flexibility, that freedom to shift and adapt to new situations which has been characteristic of distribution for a century and a half, shows signs of a new force—legal regulation—on a scale and of a character not known since the system of free enterprise broke the bonds of mercantilism.

Committees Appointed

CHAIRMAN HUNTER: I would like to announce the following committee appointments:

RESOLUTIONS COMMITTEE—R. S. Sinclair, chairman, Indianapolis, Ind.; J. S. Scala, Utica, N. Y.; V. D. Skipworth, Adolf Gobel, Inc., New York City; W. F. Price, Buffalo, N. Y.; W. E. Felin, Philadelphia, Pa.; F. A. Vogt, Philadelphia, Pa.; Frank J. Weiland, Phoenixville, Pa.; E. A. Schenk, Columbus, O.; C. F. Welhener, Dayton, O.; J. B. McCrea, Cleveland, O.; M. L. Steiner, Youngstown, O.; T. G. Strange, Columbus, Ga.; D. G. Madden, Knoxville, Tenn.; Henry Fischer, Louisville, Ky.; John Holmes, Chicago; C. J. Faulkner, jr., Chicago; F. E. Wilhelm, Chicago; W. J. Cawley, Chicago; J. T. McMillan, St. Paul, Minn.; Frank Kohrs, Davenport, Ia.; George L. Heil, jr., St. Louis, Mo.; W. G. Moody, Houston, Tex.; A. O. Luer, Los Angeles, Calif.; John Tiedemann, San Francisco, Calif.

NOMINATING COMMITTEE—J. W. Rath, chairman, Waterloo, Ia.; Frank Stephens, Auburn, Me.; J. E. Wilson, Boston, Mass.; H. A. Amberg, Utica, N. Y.; W. J. Neumann, New York N.Y.; John A. Gebelein, Baltimore, Md.; W. L. Balentine, Greenville, S. C.; C. H. Ungerman, Birmingham, Ala.; Milton Schaffner, Erie, Pa.; B. C. Dickin-



D. R. HOWLAND
(Miller and Hart)
Director of the Institute.

son, Philadelphia, Pa.; Chris Kunzler, Lancaster, Pa.; Chester G. Newcomb, Cleveland, O.; Louis W. Kahn, Cincinnati, O.; H. W. McCall, Chattanooga, Tenn.; R. E. Vissman, Louisville, Ky.; F. E. Wernke, Louisville, Ky.; W. R. Sinclair, Indianapolis, Ind.; Henry Kuhner, Muncie, Ind.; I. M. Hoagland, Chicago; F. W. Hoffman, Chicago; Earl Thompson, Chicago; A. D. White, Chicago; Edward F. Wilson, Chicago; H. A. Elliott, Duluth, Minn.; George M. Foster, Ottumwa, Ia.; Henry Belz, St. Louis, Mo.; H. L. MacWilliams, Pueblo, Colo.; P. E. Tovrea, Phoenix, Ariz.;



CURTIS CROSS
(Valley Packing Co.)
Director of the Institute.

Hugo Jassny, Seattle, Wash.; T. P. Breslin, Los Angeles, Calif.

CHAIRMAN HUNTER: The Institute has as its guest today, a man from Washington, who has attended a good many of our conventions. He is an authority on one of the most important factors in the meat packing industry, the raw material with which we work.

C. A. Burmeister, senior agriculturist economist of the U. S. Bureau of Agricultural Economics, has had long experience in gauging the prospective supplies of meat producing animals and in estimating rate at which these animals will come to us. His views each year are listened to with interest by every member of the packing industry, and to some extent, our activities are governed by the information which he collects and disseminates. Mr. Burmeister will speak on "The Outlook for Supplies of Live Stock."

Livestock Situation for 1935-36

By C. A. BURMEISTER.

Last year at your invitation I appeared before you and ventured some forecasts as to prospective supplies of livestock for slaughter in 1935 and probable price trends. Some of my predictions or guesses, depending on what you prefer to call them, proved to be reasonably correct and some were of the kind that forecasters like to forget. Whatever merit the analysis I made may have had, your program committee seems to think that I should attempt the forecasting role once again.

Before commenting on the situation ahead of us I should like to say that as a rule those of us in the Bureau of Agricultural Economics engaged in the analysis of livestock statistics believe that we are in better position to forecast supplies and prices of hogs than those of cattle and lambs.

This is primarily because we have more complete data on hog production with which to work. Furthermore, in the case of cattle there is greater elasticity in the production and finishing process, hence one cannot always be certain what cattle finishers are likely to do even though abundant supplies of feeder cattle may be available. As one of my esteemed contemporaries often remarks in his market comments, cattle finishers apparently enjoy the "uncertainties of the draw" when it comes to feeding cattle for market. To some extent this also applies to lamb finishers, with the result that we are always guessing as to whether or not supplies of fed lambs will be large or small.

Drought and Government Program Reduce Supplies

In reviewing the developments of the past year in order to get the background on which to base our forecasts

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as to the future we are impressed with the fact that during 1935 the livestock and meat industries were affected greatly by the widespread drought of 1934 and by the various measures taken by federal agencies to bring about adjustments in livestock production which would place it more nearly in line with the decrease in demand and thereby bring about an increase in livestock prices. There two factors, one a phenomenon of nature, and the other a planned action on the part of man himself, brought about changes in livestock supplies for slaughter that could not have been foreseen in early 1934.

The most outstanding of the changes that have occurred is the one that most greatly affected the situation in 1935. It also will be the most important factor in the situation in 1936. I have reference to the very great curtailment in hog production.

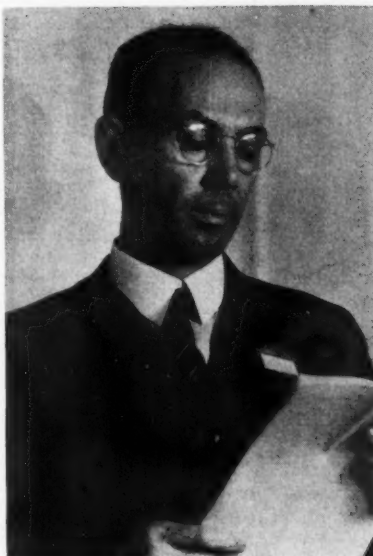
In the 10 years prior to 1934 the yearly pig crop, that is the number of pigs saved, was about 80,000,000. From this production came a yearly slaughter of hogs under federal inspection ranging from 45,000,000 to 49,000,000 head. In 1934, because of the hog adjustment program and the feed shortage caused by the drought, the pig crop was reduced to slightly more than 50,000,000 head and the federally inspected slaughter from this crop, which comprised the hogs marketed in the 12 months ended September 30, 1935, totaling less than 31,000,000 head, was a decrease from the previous year of more than 13,000,000 head. The reduction from the previous year was greatest in the second half of the year (April to September). This was because producers found it necessary on account of the shortage of feed to dispose of their hogs early, and because of the very large reduction in the fall pig crop of 1934.

Summer Prices Highest Since 1929

Hog prices responded to the decreased supplies by an advance which started in early November, 1934, and continued practically undisturbed until March, 1935. The seasonal decline in March and April was relatively small, however, and prices moved upward again in May.

Consumer agitation against increased meat prices in certain cities disturbed the market in June and prices declined temporarily. The rise in July and August was very sharp and by mid-August prices were at the highest levels since the summer of 1929. Top prices at Chicago in that month exceeded \$12 per 100 pounds. Including the processing tax, the cost of hogs to packers in August was the highest since 1926. During recent weeks prices have started the decline which usually takes place in the fall in response to the seasonal increase in marketings, and current prices are now about \$1 to \$1.50 lower than they were at the year's peak.

The rise in hog prices from Novem-



FORETELLING FUTURE.

Packers again hear from C. A. Burmeister of the B. A. E. what the future is likely to bring in the way of livestock supplies.

ber last year to August this year was an increase of more than 100 per cent and relatively was the largest advance on record during a single hog marketing year. In only one other year was there a greater actual rise and that was in the war year 1916-1917 when the price level was very much higher.

Evidence as to prospective slaughter supplies of hogs for the year which started with this October indicates that hog slaughter will be even smaller than the very small slaughter of last year. This is because of a decrease of about 20 per cent in the pig crop of last spring from that of a year earlier. In actual numbers the decrease in the 1935 spring pig crop amounted to about

7,500,000 head. This decrease will be reflected in the supplies coming to market during the first 7 months of the present marketing year, that is until sometime next April.

The pig crop to be farrowed this fall, based on farmers' intentions as reported in the pig survey of the Department of Agriculture last June and after allowing for factors which might influence such intentions, is estimated at present to be about 20 per cent larger than the fall crop last year. Should this figure prove to be correct the increase in the fall crop in actual numbers will be about 3,500,000 head, thus making a net decrease in the 1935 crop of about 4,000,000 head.

Twenty-seven Million Hogs for Slaughter

On the basis of the indicated size of the 1935 pig crop, both spring and fall farrowings, and the probability of what farmers may do towards holding back gilts for breeding in order to expand hog production next spring and fall, we anticipate that total hog slaughter under federal inspection during the present marketing year will be somewhere between 27,000,000 and 29,000,000 head, with the probability that it will be nearer the minimum of this range than the maximum.

This means a decrease as compared with the year just ended of 2,500,000 to 3,500,000 head.

Seasonal Distribution to be Reversed

Seasonal distribution of hog slaughter during this year will no doubt differ greatly from that of the previous year, which was very abnormal. Last year the proportion of the yearly total of hogs slaughtered which was slaughtered in the three months October to December was unusually large, whereas that slaughtered in the period July to



TESTING THEIR TALENT ON EACH OTHER.

Howard McCall, J. H. Allison Co., Chattanooga, Tenn., and Lew Merrell, THE NATIONAL PROVISIONER cartoonist, play a game of "tit for tat." Howard packs meat for a living and sketches for fun. Lew makes pencil-pushing his main business. (See his cartoon of McCall elsewhere in this issue.)



F. A. DANIELSON
(Carstens Packing Co.)
Director of the Institute.

September was much smaller than average. Seasonal distribution of slaughter supply this year is expected to be about the reverse of last year.

Slaughter during the first quarter (October to December) will represent a relatively small proportion of the yearly total whereas that during the last quarter (summer of 1936) will be a relatively large proportion of the total. In my judgment the yearly distribution will probably be something like that in the marketing year 1910-11 when the total slaughter under federal inspection amounted to slightly more than 31,000,000 head.

If the distribution this year should prove to be like that of 1910-11, the distribution of the expected slaughter would be about as follows: During the first quarter (October-December) the total would be about 6,300,000 head; during the four months, January to April, 1936, it would be about 10,000,000 head, or slightly less; in the period May to September next year the total would probably range between 11,500,000 and 12,000,000.

If these figures should prove to be approximately correct this would mean a decrease compared with a year earlier of about 48 per cent in the first quarter, but not much change from the previous year in the total for the four months, January to April. In the period May to September, however, the total would be from 30 to 35 per cent larger than that in the corresponding period of 1935. A rather detailed study of the distribution of slaughter over the period of years for which such figures are available indicates that the distribution in the present marketing year is more likely to follow that of 1910-11 than any other year.

In view of the larger feed supplies available, as compared with last year,

hogs no doubt will be made somewhat heavier than those marketed in 1934-35 but weights may not exceed the average of the preceding 5 years. Feed supplies in the Western Corn Belt where the heaviest hogs are usually produced are much less plentiful than in the Eastern Corn Belt. Furthermore, the Western Corn Belt has relatively fewer hogs to feed than other important producing sections. This will tend to prevent average weights for the country as a whole from being as heavy as they would be if the hog supply was more normally distributed among states. The increase in weights will offset in part the decrease in numbers of hogs slaughtered but probably will be reflected more in the production of lard than in pork tonnage.

In my forecast last year I was off more on weights than anything else. I thought average weights for year would be between 200 and 210 lbs. whereas it was around 220 lbs.

Storage Stocks Smallest in 20 Years

The beginning of the new storage season this fall will find the supply of hog products in storage the smallest of record in the 20 years that storage figures have been compiled, whereas a year earlier they were about the largest on record at the beginning of the season.

Last winter hog products accumulated in storage only to the end of January 1, the total accumulation being the smallest of record. After that month stocks were reduced. The out-of-storage movement was especially heavy after April. The peak in pork stocks is usually reached about March 1 but the out-of-storage movement is relatively small until after July. The peak in lard stocks usually occurs about August 1, and the heavy out-of-storage movement occurs during the late summer and fall. The out-of-storage movement in 1935 was heavy all through the late spring and early summer.

In view of the very small supplies and relatively high cost of hogs for slaughter this winter and the probability that the supply next summer will be large in relation to the winter supply it is probable that the storage supplies at the end of the winter will be smaller than those of a year earlier but accumulations during the winter will probably be much larger than those of last winter.

A large proportion of the hog production for the winter will go into storage, but that won't make storage stocks as large at end of winter as last winter.

The unusual conditions resulting from very small storage supplies at the beginning of the new season and very short hog supplies during the early winter, with prospective summer supplies large in relation to the winter total, present a very complex and difficult problem to packers who usually engage in storage operations.

Exports of Hog Products Not Likely to Increase

There appears to be little prospect that the foreign outlet for our hog products will improve this year. Exports of pork and lard, therefore, probably will be even less than the very small exports in the marketing year just ended. Our export trade, as you are aware, has been greatly reduced in recent years because of various import restrictions imposed by the importing countries and because of increased hog production in other exporting countries.

There are indications that some of the import restrictions may be liberalized during the present marketing year and that European production, especially of lard, will be considerably reduced from recently prevailing levels. This should tend to stimulate our export trade but in view of the prospective small supplies of products in this country and the relatively high price level that is likely to prevail here it is doubtful whether exports will be expanded before the beginning of the next marketing year which starts with October, 1936.

Our domestic prices will probably be above European prices, and unless our exporters are willing to export products just to maintain their position, there is not much reason to expect that exports will increase until a year from now.

Better Consumer Demand for Meat Expected

Prices of meats and meat animals are determined by consumer buying power as well as by supply. Consumer purchasing power as measured by the va-



LOUIS W. KAHN
(E. Kahn's Sons Co.)
Director of the Institute.

rious statistical indexes, such as those relating to incomes of industrial workers, showed some improvement in 1935, following considerable improvement in 1934 over 1933.

The incomes of industrial workers in the first 8 months of 1935 were estimated to be 8 per cent greater than in the corresponding period of 1934 and 50 per cent more than in the first 8 months of 1933. There is considerable evidence now that a further increase in consumer buying power may be expected in 1936, which will be reflected in an increased demand for meat.

There seems to be a universal belief on the part of all forecasters of business that business is going to be better, and that incomes of consumers will consequently rise.

Different Seasonal Price Movements Probable

The small supplies coming to market this fall and early winter should cause the seasonal decline that usually occurs at this time to be relatively small. With the bulk of the winter supply coming in the late winter, the seasonal low point in prices may be recorded in February instead of before the Christmas holidays as is usually the case. The winter average of prices, however, will be higher than that of last winter. The seasonal rise which usually occurs in the late winter and early spring may be rather small and sometime during that period prices are likely to be lower than those of a year earlier. Prices during the last half of the present marketing year, therefore, probably will average no higher than those of the corresponding months of 1935, and may be lower.

More Hogs in 1936 and 1937

Looking beyond the present marketing year we may expect increased supplies of hogs for slaughter beginning in the fall of 1936. How rapidly hog production will increase in the next year or two is difficult to forecast because of the many uncertain factors that can influence production, and also because there are no other periods in which the decrease in production was so great as it was in 1934 and 1935.

One of these factors is the program that will be carried on by the Agricultural Adjustment Administration with respect to regulating hog and corn production. This program has not yet been formulated to the extent that any plans can be made public. Much will depend on the actions taken by hog producers themselves as to the kind of program they want. It has already been announced that they will vote next Saturday on this program. Whatever the program may be, however, it is certain that its objective will be to expand production substantially in 1936 above the low levels reached in 1935.

There are only two periods of years when the hog situation was somewhat comparable to that of 1934 and 1935. One of these was the period from 1891



HELP TO MAKE HISTORY.

1. Paul P. Aldrich, control chemist, Miller & Hart, and vice president Wesley Hardenbergh of the Institute.

2. Joe Little and J. F. McGillivray, of Brady, McGillivray & Mulloy, talk over old Armour days.

3. W. D. Jones of Boston and Lyle Jones of the Institute compare notes.

to 1896 and the other from 1908 to 1912. In the first of these periods there was a decrease in slaughter of 27 per cent but it was three years after this decrease occurred before slaughter supplies were back to the previous level. In the record period, (1908-1912) slaughter was reduced 21 per cent and it was two years before supplies were back to the previous level.

You must keep in mind we have already had a decrease of thirty per cent, that is, if we compare the year just ended with commercial slaughter of previous year. If we include hogs purchased by the Government in 1933, the decrease amounts to thirty-nine per cent, and we anticipate a decrease of ten per cent in the present year. Consequently, decrease in hog production that has taken place in the last two years will be much above forty per cent, which is the largest decrease on record in any period where hog production has declined in a hog cycle.

The increased supplies of feed available in relation to the number of hogs to be fed this winter are expected to stimulate hog production in 1936, but in view of the general shortage and high prices of brood sows and the relatively small corn crop produced in some of the Western Corn Belt States, it is hardly likely that the increase in hog

production next year (number of pigs raised) will exceed 25 per cent. Such a crop would be about 24 per cent less than the average number of pigs raised in 1932 and 1933. At least another year after 1936 would be required, therefore, to get hog production back to something like normal. Production in 1937 would not be marketed until 1937-38, or two years from now.

Cow and Heifer Slaughter Largest on Record

Probably the most surprising developments in the livestock situation in 1935 were those that occurred in connection with cattle marketings and prices. Because of the large purchases of cattle and calves last year by the government as a drought relief measure and the very large commercial slaughter, together with the very great feed shortage, it was generally expected that cattle slaughter in 1935 would be greatly reduced.

Instead, however, the slaughter was unusually large. The increase was all in cows and heifers which were the kind that were expected to be in small supply. Slaughter of cows and heifers in the first 9 months of the year was the largest of record for commercial purposes. Calf slaughter also was very large although not as large as the record slaughter in 1934. Steer slaughter on the other hand was the smallest in at least 18 to 20 years. The supply of well-finished steers, as was to be expected, was much below average although considering the very short feed supply the number was larger than was generally anticipated.

Large marketings of cows and other low grade cattle were due to heavy movement from important dairy states and a relatively large movement from the South Atlantic and South Central states. Cattle marketings from all the West North Central states, except Kansas, during the first half of the year were considerably less than in the first half of 1934 and the marketings from most of the Western states were relatively small, except from California.

The intensified tuberculosis eradication campaign of the Bureau of Animal Industry and the marketings of cattle reacting to the Bangs disease test were important casual factors in the increased slaughter. The high cost and scarcity of feed in many areas during the winter and spring months, and the sharp advance in prices of cows and veal calves for slaughter after January 1 also encouraged a considerable culling of cows in all areas and probably accounted for the heavy marketings of calves.

Cattle Prices Reach 5-Year High

Considering the number of cattle that came to market, cattle prices made a remarkable advance. The rise, of course, resulted largely because of the very great reduction in hog slaughter which thus reduced the competition for beef. Prices of low grade cattle ad-

vanced relatively more than those of the better grades and were better maintained in the second half of the year when they normally decline. The strong demand which developed for stocker and feeder cattle in the late summer and the demand for low grade beef to replace pork in the manufacture of sausage were factors which apparently accounted for the relatively high prices paid for the lower grades. Efforts on the part of consumers to lower their meat costs through the purchase of the cheaper grades also probably contributed to the strength of the market.

The rise in cattle prices this year carried prices of all classes and grades to the highest levels since 1930. The advance was unusually sharp during the first four months, and in the case of the better grades was contrary to the usual seasonal movement.

Decline From May to July

There was a sharp decline from early May to the end of July, due apparently to increasing consumer resistance to rising meat prices. In August and September, however, the continued small supplies of finished cattle and the very strong demand for feeder cattle and for stock cattle for replacement in those areas where the drought last year necessitated heavy liquidation, which developed in the summer after crop prospects became more definitely established, gave further support to prices and prevented the decline that usually takes place at that time of year.

Briefly it may be said, therefore, that 1935 has been an unusually good year for the cattle industry. Not only have cattle prices shown great improvement as compared with 1934 but pasture and range conditions over most areas were relatively good.

Although feed prices were high and



T. HENRY FOSTER
(John Morrell & Co.)
Director of the Institute.

cattle were carried through the winter in many cases at a considerable sacrifice, the margins between prices paid for feeder cattle in late 1934 and those received for finished cattle in 1935 were probably near the largest on record.

Looking forward into 1936, total cattle numbers at the beginning of the year are not expected to be greatly different from those of a year earlier when the estimated total was about 11 per cent less than the number in the country on January 1, 1933. There is some possibility the numbers will be slightly smaller, especially if this heavy slaughter keeps up during the last quarter of the year.

With more ample supplies of feed than were on hand a year ago, the prospects are that the number of cattle that will be fed out in 1936 will be considerably larger than the number fed in 1935. Marketings of grain-fed cattle during the coming year, therefore, are expected to be larger than those of a year earlier but total slaughter of cattle and calves will be smaller. Slaughter of cows undoubtedly will be reduced as there will be a marked tendency to hold back breeding stock to build up herds.

All of our statistics show that there are very large supplies of cattle in the states east of the Mississippi River and that feeding in that area, that is the number fed in that area, will probably be the largest of record for many years. There will be an increase in the Western Corn Belt, but the number fed out there will be less than usual, although a considerable increase over last year. There will be a general increase in feeding in all other parts of the country, that is in the Western states and Texas.

Lower Prices on Good Cattle in 1936

Prospective increase in marketings of better grades of cattle next year will probably cause prices of such grades to average lower than they did in 1935. Reduced supplies of the lower grades, however, together with continued short supplies of pork, may cause prices of the lower grades to be as high as in the previous year, and possibly even higher. Seasonal price movements on all grades throughout 1936 are expected to be more nearly normal than they were this year.

Looking beyond 1936, conditions appear to be favorable for an expansion in cattle numbers, increase being most marked in states west of the Mississippi River where number were greatly reduced last year by reason of the drought and government buying program. Rate of increase, however, will depend on such factors as the level of cattle prices, feed and pasture conditions, and availability of credit for expansion.

The program adopted by the Agriculture Adjustment Administration with respect to changing feed supplies or



CHARLES E. HERRICK
(Chicago)
Director of the Institute.

changing corn production may tend to make some shifts in cattle production. If these changes result in an increase in pastures and an increase in forage, it undoubtedly will be reflected in increased cattle production in some areas that have not been particularly important. Census figures show there has been a very marked increase in cattle numbers in the Southern states. Increase probably, however, is not as great as actually shown by the figures, because the census of 1935 undoubtedly is more complete in the South than it was in 1930, so that the increase shown will be more apparent than real.

The sheep industry also was greatly affected by the 1934 drought because many of the important sheep producing states were included in the drought area. Sheep numbers in the Western states have been decreasing since 1931 which was the peak year of numbers. Downward trend in numbers was a result partly of the financial situation in the industry arising from the depression.

Deficient Rainfall Reduces Sheep Numbers

The major cause, however, was a continuous period of several years of deficient rainfall which ended with the disastrous drought of last year. These dry years caused range conditions to be unusually poor and feed production to be short, with the result that death losses were fairly large and the percentage lamb crops were small. In the "native" lamb states lamb production was little changed during this period.

The 1935 lamb crop was the smallest crop since 1929. It was about 2,000,000

head or 7 per cent smaller than the 1934 crop and 4,600,000 head smaller than the record crop of 1931. All the decrease this year was in the Western sheep states, and was confined to the late lambs. The crop in the "native" states was somewhat larger than that of last year and the early lamb crop was but little different. California and New Mexico were the only Western states where the crop was larger than in 1934.

Notwithstanding that the 1935 lamb crop was smaller than the 1934 crop, the slaughter of sheep and lambs during the first 5 months of the current lamb marketing year which began with last May was considerably larger than during the corresponding period of the previous year. The increase amounted to about 12.5 per cent and the total for the period was the largest of record.

Fewer Lambs to Be Fed

In view of the smaller lamb crop produced, this large slaughter during the first half of the year indicates that the slaughter supply during the remainder of the year, or until the 1936 crop is ready for market, will be very much smaller than that of the corresponding period a year earlier. This conclusion is supported also by the fact that evidence indicates the number of lambs fed this winter will be substantially smaller than the number fed last winter. In fact, it probably will be the smallest number fed in at least 6 years.

Shipments of stocker and feeder lambs from public markets into the Corn Belt states during the 3 months, July to September, were about 20 per cent smaller than the shipments in the same period of 1934. All the decrease occurred in September, as the July and August shipments were larger than in those months last year. Shipments in October are also expected to show a considerable decrease from those of a year earlier. The movement from public markets this year included a larger than usual proportion of breeding ewes and a corresponding reduction in the proportion of feeder lambs. The decrease in shipments was greatest in those going to the Western Corn Belt states, with those to Iowa showing the largest decrease.

Marked decreases in lamb feeding this winter are also indicated in the important feeding areas in Western states, such as Colorado and Western Nebraska, but an increase in feeding is expected in Texas. Supplies of feed grains and hay are much larger in these states than last year and prices of feed are much lower but the Western lamb finishers delayed making contracts for feeder lambs and prices advanced sharply before they were able to make their purchases. Reduced supply of feeder lambs resulting from smaller crop and holding of an increased proportion of ewe lambs for flock replacement also were factors contributing to the decrease in the number of lambs going to feed lots.

Lamb Prices Slow to Advance

In contrast to the sharp advance in hog and cattle prices during the first half of 1935, lamb prices held at relatively low levels until August. Prices then rose sharply as it became more apparent that the feeder supply would be small and marketings late in the year would be reduced. Ordinarily, lamb prices decline during the late summer or remain relatively stable until about December. The rise in recent months carried the top price at Chicago to \$10.50 in early September, which is the highest price paid at that market since August, 1930. The September average was about \$2.70 higher than that of a year earlier.

Prices of feeder lambs advanced more than those of slaughter lambs and in late September the top prices for the two kinds were about equal. Prices of slaughter ewes also advanced sharply, due to the strong demand for ewes for restocking. In view of the probable decrease in the number of lambs fed this winter it is expected that a considerable advance in lamb prices will occur and that prices during the fed lamb season, December to April, will average higher than for any season since 1929-1930.

With improved range conditions and increased feed production, it is likely

that the number of stock sheep in the Western states at the beginning of 1936 will be no smaller, and may be larger, than a year earlier. If feed and grain conditions continue favorable for several years the number of sheep in those states will probably increase. Much depends, however, on the policies adopted with respect to the control of grazing on the public domain and on the Forest Reserves.

Better Quality Livestock in 1936

Summarizing the situation as I picture it, livestock slaughter and meat production in 1936 in terms of dressed weight will not be greatly different from that in 1935. The quality of the supply, however, will be much improved.

The livestock industry throughout the country will enter the coming winter in much better condition than it did last winter. In contrast to the extremely short feed supplies and poor range conditions of last fall, resulting from the widespread drought, the harvest of feed crops this year is ample in relation to numbers of livestock on hand, and pastures and range conditions in most sections are average or better.

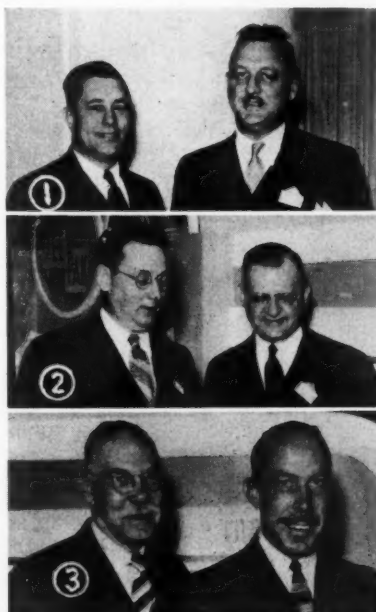
Physical condition of livestock generally is probably better than average and consumer demand for meats, expressed in terms of the ability of consumers to buy, is somewhat stronger than that of a year earlier, and considerably stronger than two years ago. It promises to be still stronger in 1936.

The necessity of forced liquidation of livestock because of feed shortage or other unfavorable conditions is no longer evident. Instead, there is a strong demand for stock for replacement purposes in those sections where forced selling was necessary last year and a general feeling of optimism prevails throughout the industry. Livestock production during the next few years is likely to be upward.

And this means larger supplies for slaughter beginning a year hence.

CHAIRMAN HUNTER: We now come to one of the nicest things I think we do at this convention. This is to recognize the services of those who have continued in the industry for a number of years. Mr. Breslin of California has been chosen to make these awards. He has been in the industry for 42 years, which makes it especially fitting that he be selected to do this.

T. P. BRESLIN: I consider it a great honor to have the privilege of awarding these fifty- and twenty-five-year gold and silver buttons to the men who have served this great industry so faithfully and well over these long periods of years. It matters not what branch of the industry these men now or have been associated with. It is a foregone conclusion that they have been faithful to their trust, otherwise they would not be here today to receive



PACKER PAIRS TO DRAW TO.

1. Wm. F. DuBois, general manager, and Elliott Balestier, jr., chairman, N. Auth Provision Co., Washington, D. C.
2. Fred S. Klein and Albin C. Meluskey, Shenandoah Abattoir Co., Shenandoah, Pa.
3. Father Andrew Herrud and son Carl Herrud, Herrud & Co., quality sausage makers, Grand Rapids, Mich.



GOING STRONG AFTER FIFTY YEARS OF INDUSTRY SERVICE.

Five of the 50-year men who were presented with gold buttons in honor of their half-century of duty in the meat plant (right to left): Isaac White, who started in 1883 as a meat trimmer; Fred Nicholls, who began in 1885 in the pork department; Jack O'Brien, who started as a butcher in Canada in 1877; John Tennant, who drove packers' meat trucks 50 years ago; Robert Schioffelbein, who began in the killing department in 1883.

Presenting the honors is director Tom Breslin of the Institute, the best-loved packer on the Pacific Coast, himself a veteran of half a century in the industry.

these emblems of service from the Institute of American Meat Packers.

In looking over the list of eligibles to receive service buttons, I notice the names of G. M. Peet, Chesaning, Mich., who will receive a 50-year gold button, and his son, Harley D. Peet, who will receive a twenty-five-year button. This is a mark for the younger generation of the Institute to shoot at. Mr. Peet and his son evidently are of the opinion that the packing business is a pretty good one to stick to.

I congratulate the men who are to participate in this great honor, and from my heart I sincerely hope and pray that you will serve with distinction many more active years in this, the world's greatest industry.

Men who received gold buttons this year are:

50-Year Veterans

Richard Burris, Armour and Company, Chicago.

Joseph Chaloupka, Armour and Company, Chicago.

Timothy Hanlon, Armour and Company, Chicago.

Wm. F. Sheely, Armour and Company, Chicago.

John Bauman, Armour and Company, Kansas City, Kans.

John Krumpke, Armour and Company, East St. Louis, Ill.

Robert Norris, Armour and Company, Hauser Packing Co. division, Los Angeles, Calif.

C. J. Babbitt, Babbitt Brothers, Flagstaff, Ariz.

John H. Bowra, The Cudahy Packing Company, Chicago.

J. Manheimer, The Cudahy Packing Company, Jersey City, N. J.

C. Connors, The Cudahy Packing Company, Jersey City, N. J.

T. Joyce, The Cudahy Packing Company, Kansas City, Mo.

F. Johnson, The Cudahy Packing Company, Kansas City, Mo.

Martin Strupait, The Cudahy Packing Company, Sioux City, Ia.

P. Wertz, The Cudahy Packing Company, South Omaha, Neb.

Fritz Scheeder, Adolf Gobel, Inc., New York City.

William Funkner, Adolf Gobel, Inc., New York City.

William Jaeger, Adolf Gobel, Inc., New York City.

Charles Bomholt, Hammond Standish & Co., Detroit, Mich.

John Jacob Rohr, Hammond Standish & Co., Detroit, Mich.

Andrew Miller, Hammond Standish & Co., Detroit, Mich.

Charles Oots, sr., Geo. A. Hormel & Co., Austin, Minn.

Bartholomew O'Keefe, Kingan & Company, Indianapolis, Ind.

William Paffinger, Louisville Provision Co., Louisville, Ky.

William Stouss, Louisville Provision Co., Louisville, Ky.

E. R. Haslip, Louisville Provision Co., Louisville, Ky.

George M. Peet, G. M. Peet Packing Co., Chesaning, Mich.

John Penski, Swift & Company, Corkran Hill Division, Baltimore, Md.

Wm. Willhauck, Swift & Company, Corkran Hill Division, Baltimore, Md.

John Arthur Leary, Swift & Company, London, Eng.

H. S. Budgell, Wilson & Company, Boston, Mass.

Robert J. Holmes, Wilson & Company, Cedar Rapids, Ia.

John Tennant, Wilson & Company, Chicago.

Robert Schioffelbein, Wilson & Company, Chicago.

Isaac White, Wilson & Company, Chicago.

Fred Nicholls, Wilson & Company, Chicago.

Jack O'Brien, Wilson & Company, Chicago.

Silver buttons, representing 25 years



A GOOD PICKER.

Albert Goetze of Baltimore knows how to make quality meat products, what clothes to wear and how to pick a wife. No wonder he's always smiling and at peace with the world.

of service, were awarded to 1,300 men in the industry during the year. These awards were sent direct to the men at their homes.

CHAIRMAN HUNTER: If there is no further business the meeting stands adjourned until 2 p.m.

Second Session

Monday, October 21, 1935.

Meeting convened at two-thirty o'clock, with W. F. Schluderberg, vice chairman of the board, presiding.

CHAIRMAN SCHLUDERBERG: I don't suppose the men who are to speak to you this afternoon need any introductions. They are well and favorably known to the industry. I am merely going to introduce them. First address will be a discussion by A. C. Sinclair, vice president of Kingan & Co., on the "Current Sales Problems."

Current Sales Problems

By A. C. SINCLAIR.

Last year at the convention much was said about ways and means of increasing effectiveness and efficiency of selling in relatively small quantities. Today this question is more important.

That sales departments of packers are faced with an acute problem in connection with available product is a fact and not theory. Stocks of salable product are being reduced daily, and as slaughter is light, these stocks are not being built up as is usually the case at this season of the year. The probability, if not the certainty, is that this



DETOUR SIGNS FOR SALES.

Obstacles put in road of sales by current situation, and how to avoid them, told by A. C. Sinclair of Kingan & Co.

shortage will become acute during the next few months.

Results for sales departments would have been better this year if larger gross margins had been obtained, sufficient to cover the increased selling costs. Improved results would be obtained if all sales outlets were most diligent in selling on the basis of replacement cost, especially on an advancing market.

Branch managers are too apt to sell on a basis at which they have bought product. If all sales outlets would follow the quoted market, general sales results would be much improved. From sales managers down, the definite policy should be to stick to your price, based on the market, and not be misled by reports that others are making bargain prices. These reports may or may not be true, and if true product is most probably from distress stock that has to be sold.

Ways to Cut Selling Costs

The Committee on Distribution Methods, of which I. M. Hoarland is the very capable and active chairman, has had five meetings during the year. As one of the members of that committee, I was asked to give this talk, which may be considered, in part, a report of our work and accomplishments during the year.

Among the questions considered during the year were the following:

- 1.—Reducing territories without reducing employment.
- 2.—Reducing selling expense.
- 3.—Deduction of processing taxes on sales to charitable institutions.
- 4.—Action of the National Association of Retail Grocers in reference to packer retail markets.

Most of our time was spent on our list of recommendations in regard to policies to be followed.

The committee first made a list of 16 recommendations. These were later reduced by combining and omitting. All of these recommendations were considered valuable and important. Following are the most outstanding:

Increasing Selling Efficiency

- 1.—Proper utilization of salesman's time. Stop over-solicitation.
- 2.—Non-acceptance of reverse telephone and collect telegrams.
- 3.—Elimination of excess and waste deliveries.
- 4.—Elimination of orders under 25 lbs.
- 5.—Charging for fractional pounds under certain conditions.
- 6.—Weighing beef at time of sale.
- 7.—Better selling, not taking order under minimum price established by headquarters.
- 8.—Stop practice of salesman booking orders on old price after advance.
- 9.—Each packer to have his own



WILLIAM F. SCHLUDERBERG
(Wm. Schluderberg-T. J. Kurdle Co.)
Vice Chairman of the Board.

quantity discounts based on his cost of doing business.

In this period of reduced supplies, the first question to be faced is how we, individually, are going to control our cost per cwt. of selling. The main endeavor of the committee has been to have our recommendations adopted by the entire industry. Copies of these recommendations have been sent to all members of the Institute.

The question of their adoption came to a head at a meeting of the committee last December. Long and careful study had been made, both by officials of the Institute and members of the committee. Each recommendation was considered by itself and voted on and the report was then adopted as a whole. The Legal Committee and the Board of Directors added their approval and endorsements.

When these were obtained, the recommendations were sent to each member of the Institute. Replies indicated that satisfactory endorsement could not be obtained by mail, so it was decided to hold regional meetings where the matter could be discussed informally and a vote taken. An official of the Institute was present at each of these meetings.

Paid 90c to Get 70c Order

Twenty-one meetings have been held in various sections of the country for discussion and action. Results show wide divergence of opinion regarding certain recommendations. It seems there was fear the other fellow might chisel.

The question of putting these recommendations into operation is of vital importance. We must all realize fully



SAMUEL SLOTKIN
(Hygrade Food Products Corp.)
Director of the Institute.

that unanimous acceptance, adoption and application would be most helpful and profitable.

There is no time for a full discussion of all the recommendations, but I do wish to make some comments on the points which have occasioned the most comment and controversy:

Paying for reverse telephone calls and telegrams is regarded by some as a necessary evil. But do we realize what it costs?

During the winter a member of the industry was waiting in the lobby of a packer's office when the switchboard operator was overheard accepting a reverse telephone call from a customer. Upon inquiry, it was learned that the cost of the telephone call was 90c, whereas the total value of the order was only 70c. Further inquiry revealed that several similar calls were received each week, and that it was not uncommon for such orders to be quite small.

The operator would transmit the orders to the sales department, but no record was made of amount of telephone expense involved. Later on, one of the executives of this company was questioned regarding the acceptance of reverse telephone calls and telegrams. He stated he thought the practice was quite unsound and that it was not the policy of his company to do so. He was not aware of the fact that his switchboard operator was accepting such calls.

There may be cases where it is proper for the packer to pay telephone charges. An example is when an error has been made in a shipment. However, such cases should be handled as claims. If customers are allowed to reverse phone calls, they abuse the privilege.

Those who have made a study of delivery charges know that cost per stop is prohibitive on orders of 25 lbs. or less, more than exceeding possible margin on the sale. In addition to delivery charge, there is time of salesman to make the sale.

Small Orders Cost More Than They're Worth

Have you ever figured what it costs per order to make a sale? It will surprise you. The time your salesman actually spends in selling contacts is very small. We once made a study of some of our salesmen working in a good size city and found that while the men were on their territories for the full day, total time spent in selling contacts averaged less than two hours. Just now when we have small stocks, high prices, and unfavorable consumer reaction, why should our salesmen's time be spent on the small buyer who can't or won't purchase enough to pay out-of-pocket expenses of the sale?

Would it not be good policy for the small buyers to confine purchases to one or two packers so they can buy a sufficient quantity to make it profitable for the packer to solicit and deliver?

In some localities definite action has been taken to cut out the small order. It has been found, in some cases, that small orders under 25 lbs. constitute 30 per cent of the total orders booked and contribute only 2 per cent of total sales volume. Where the small order has been eliminated, no reduction in results has occurred; in fact, results are better as sales expense are reduced.

Why can we not do this? It will mean less selling expense and delivery cost. Investigation has disclosed that some packers do not know what their unit cost to sell and to deliver really is. In some cases this goes into general expense. All should follow the suggested method prepared by the committee for figuring selling costs. Don't forget that reduced volume raises unit costs very rapidly.

Costs Should Determine Prices

Let us consider the buyer who purchases in large quantities, at quantity prices, and then requests that deliveries be made in small quantities to a number of his stores. Margins on this class of business are small and delivery costs high. Aside from sales expense, which is low, and margins, which are also lower, we have the same problem which would exist were we to make an equal number of deliveries of small orders to individual dealers.

It is not fair that the packer be burdened with this additional expense, unless the price at which the goods are sold anticipates small deliveries to a large number of stores.

Delivery requirements should be specifically stated at time of sale, so that prices can be established in relationship to expense involved. Many multiple-store buyers prefer to have deliv-

eries made to a central distributing point. Others desire packer delivery to individual stores. If type of service expected is agreed upon when order is taken, misunderstanding is avoided, and delivery expense can be adequately covered.

Solution of this question is with sales managers. Make the decision to cut out small orders and uncompensated small deliveries and stick to it. Educate both customer and salesman to the fact that small orders are economically unsound. With full hearted cooperation this problem can be solved satisfactorily.

I have mentioned only the two recommendations about which there was the most controversy—reversing telephone and telegraph charges, and small order deliveries.

How One Buyer Gyped Packers

I would also like to make special mention of the practice of making tentative booking at the old price after an advance. I can illustrate the harm in this by quoting remarks made by a member of the industry. Many of you will know of similar occurrences. Following is the quotation:

"On one occasion when the lard market suddenly went up, a large buyer who normally purchased 2,500 lbs. of lard a week was booked tentatively for 2,500 lbs. of lard by seven salesmen, representing seven different companies. None of these salesmen conferred with the buyer but simply wrote up the order for 2,500 lbs. Lard went up still more the following day and continued higher for about two weeks.

"The buyer bought one of the 2,500-lb. bookings from one of the seven, who



E. C. ANDREWS
(Jacob Dold Packing Co.)
Director of the Institute.



PANORAMA OF PACKER LEADERS.

1. E. A. Schenk, president, Columbus Packing Co. 2. Henry Fischer, president Fischer Packing Co. 3. Otto Weber, vice president, Stahl-Meyer Co. 4. Joe Ilg, of the Grand Trunk R. R. (who never misses a convention). 5. Geo. H. Rader, Reading, Pa. 6. Milton Starsky, Toledo, O. 7. Geo. W. Cook, general manager, Emmart Packing Co.

had so carefully looked after his interests, to supply his store the first week, and from another to supply him the second week. The buyer said laughingly that permitting such practices was one of the things that is wrong with the packing industry."

In general, the other recommendations were considered workable. It is unfortunate, however, that at the various regional meetings opinion was not unanimously favorable for the recommendations.

I wish to make a strong plea in those cases where these recommendations have been turned down that they be reconsidered. They will work and reduce selling costs if all will carry them out. In our restaurant in Indianapolis there is an electric sign from which shines out the old Kingan motto, "Deeds not words." This can well be applied to adoption of these worthwhile and much needed recommendations.

Many Problems for Sales Manager

Cost of selling and small stocks are not the only problems the sales manager has to face. The salesman is always a problem, and especially so in a period such as we now face.

It is taken for granted that a salesman must be honest, of good character, energetic and healthy, able to learn and willing to work and follow instructions. Selling is not as easy as it used to be. There is more competition between packers. Everyone is trying to get more customers, and today many salesmen are competing for the business that used to go to a few.

Today, and this is all-important, we must fight the competition of meat substitutes and the handicap of higher prices. It is our job to have salesmen who can successfully meet and overcome such competition. The sales manager certainly has a job on his hands in connection with selection and training of salesmen.

I have mentioned consumer reaction to the current prices of meat. We all have experienced difficulty in meeting this situation. Perhaps, if we had the opportunity of contacting 30 million housewives and talking to them individually, it might be possible to make them understand our position. We

might teach them the value of meat in the diet, how to cook and to serve it properly and what kinds of meat are the best to purchase and why. We all know this is impossible except by publicity.

Our thinking at present is dominated by shortage of supplies, and it is expedient that we direct our major efforts toward relieving the immediate situation. However, we must look forward to the period when product will again be plentiful—when stocks will mount and prices fall.

Competition of Other Foods Growing

The meat shortage has demonstrated that people can live—without noticeable complaint—on a reduced meat diet. Fruits, vegetables, cereals, breads and other foods have taken up the slack and now account for a larger proportion of the average consumer's diet than heretofore.

We can not afford to assume that

mere lowering of prices and increased production of meat will stop encroachment of these other foods and result in meat quickly regaining its former place in the diet. If there had been no shortage, the meat industry would still be called upon to face the distraction of consumers' interest from meats to new foods.

With changes of eating habits new foods and new forms of familiar foods appeared. These gained popularity because their characteristics fitted new requirements. They were easy to prepare and serve, appetizing and not too substantial.

Producers are advertising them heavily to accelerate increase of their popularity. They exploit their natural appeals (ease of preparation, flavor, etc.). More important, they stimulated acceptance of these new products through every channel of advertising, such as periodicals, free literature, publicity, radio, cooking schools and lectures, and by using health benefits and kitchen hints to force more and more of the new products into the kitchens of America. So great has been the volume of this promotional effort that vitamins, calories, proteins, and "energy foods" have become subjects familiar to all. Home recipe books bulge with clippings and scribbled notes from radio and cooking school.

Because all this free and apparently valuable information is disseminated in close association with special products, it has focused more and more interest on these new foods and distracted interest from the older, more familiar ones. This distraction of interest from meats has been accelerated with the wide development of the combination market, which offers the exploited substitutes in direct competition right at point of sale.

Opportunities in Educating Consumers

While meats offer health benefits fully as important as the new foods and may be prepared in an almost infinite variety of inviting ways, they have lost in popular attraction because, apart from medical text books and standard cook books, these two factors have not been exploited.

The following is taken from the talk



R. S. SINCLAIR
(Kingan & Co.)

Director of the Institute.

given at the convention a year ago by Mr. Hoagland:

"One resolution this convention should adopt is that the Institute study methods used by citrus fruit growers to determine what light their experience might shed upon our problem. If some tangible program of promoting consumer buying of meat is not in motion at our next convention, I shall think that we have missed one of the major opportunities brought out in this convention."

We could have taken action last year, but failed to do so. It will take time to educate the housewife, and we should start now, even though we are now in a stock shortage.

Following is an extract from a letter received by President Woods from John A. Kotal, secretary of the National Association of Retail Meat Dealers, Inc., and quoted in his testimony at the Washington hearing:

"If pork supplies ever get normal again, the retailer is going to have his hands full trying to get consumers to buy pork even at lower prices, because housewives have learned that they have to eat something besides meat when prices are high like they are now."

Advertising Will Benefit Packer and Retailer

The retailer can not do it alone. He will need our united assistance. Co-operative effort will result in benefit to both retailers and packers.

An industry advertising program should be put in the hands of a live wire agency. It should go out under the name of the Institute. It should cover all items that would interest the consumer in meats of all kinds. The expense could be borne proportionately by the members. If done collectively, individual cost would not be as great as if we tried educating the consumer through our own advertisements. It would also be more effective than any individual effort.

Institute advertising has been spoken of at each convention for some years, but nothing is done. I wish to urge again that this year we take some action on this important matter. It is not an immediate sales necessity, but there is no question that within a year or so it is going to be a big problem to get the consumer back to buying and eating meat. It will take more than lower prices to get them all back. Many substitutes, which have changed people's tastes, are on the market reaping a harvest. We can not afford to let the consumers get away due to ignorance of the value of meat in the human diet.

Improve Selling Practices

This paper has brought to your attention many old truths—known but not always applied—which are presented with the hope that they may help lead us out into better selling. The main points I wish to restate so that you can carry them with you:

1.—Reduce selling costs by adopting the recommendations in full and then living up to them.

2.—Select right men for salesmen. Educate and train them, so that they will be salesmen, not order-takers.

3.—Lay plans for greater future meat consumption by adopting a program to educate the consumer to appreciate the value of meat in the daily diet.

Just last week it was brought to my attention that there is considerable radio advertising to the housewife in which dietitians advocate, in all instances, using meat substitutes. It has been reported to me that in a large eastern city there is one broadcast that is advocating a "Meatless Week," and appealing directly to women's clubs. In broadcasts given on mornings and afternoons there is not one word in favor of the meat industry. Our Department of Public Relations and Trade has done a fine job watching anti-meat propaganda like this, but never has undertaken a general meat promotion campaign.

CHAIRMAN SCHLUDERBERG: The next scheduled speaker is Joseph Kurdle, vice president, The Wm. Schludenberg-T. J. Kurdle Co., Baltimore, who has prepared a paper on "The Trade Outlook in the East." Unfortunately Mr. Kurdle is not at the convention, but William Felin, president, J. J. Felin & Co., Philadelphia, has consented to read Mr. Kurdle's paper.

Trade Outlook in East

By **JOSEPH KURDLE.**

Background of general business is good. Electric power production and



AN OPTIMISTIC NOTE.

With general business conditions better and feed situation improved, Joseph Kurdle saw "constructive implications" in trade outlook in East.

consumption have hit a new all-time peak. Steel activity continues sidewise, but with more sober optimism for the future than the industry has shown in years. Crude oil output is above last year. Railroad traffic is almost back to the peak levels of the week of September 21.

Prices on the New York Stock Exchange have regained their recent highs since the great slump, and even bank clearings remained considerably above the like period of 1934. Factory employment in mid-September moved up impressively, and retail trade is entering its best season, with a considerable lift above the late September recession.

All these indications of more activity in the country are of bullish implications for business, both in the West and in the East. Commodity prices are at a new peak for the year, though inclined to be mixed. Price of cotton goods is down, but such goods are hard to obtain because of paralyzed production. This is caused by the general conviction in that industry that the processing tax will be declared unconstitutional, in which event price of manufactured goods is expected to shrink.

Hogs Not Worth the Price

In our own industry in the East, pork, as the meat of greatest consumption, claims the center of attention. The unprecedentedly low hog slaughter under Federal Inspection last year of 30 million head is expected to be even lower this year, according to the U. S. Department of Agriculture estimates of 28 million, in round numbers.

With cutting losses piling up constantly, hogs are not worth their market price. A more intelligent relation between price of hogs and price that can be obtained for hog products is not in immediate prospect in view of the still further reduction in hog supply mentioned above.

The unbalance that exists can hardly be corrected by raising product prices, no matter how justified. The distress and resentment among eastern consumers of pork and of other meats which are also much higher in price, would scarcely permit any considerable price increases. It is true, however, that consumers generally have become more accustomed to higher meat prices and are adapting themselves, with necessarily reduced consumption, to the existing situation.

It is also true that this adjustment took place in the East, with a minimum of disturbance such as consumer strikes, the chief manifestation of which occurred in a large meat consumption and restricted purchasing power section of New York City. None of the consumers, as far as I have been able to trace, have found any consolation in the fact that present meat prices have not equalled those of 1929, at which time their pocketbooks were considerably heavier than now.

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CONVENTION LEARNS HOW "THE NATIONAL PROVISIONER" SERVES THE INDUSTRY.

A feature of the convention scene was THE NATIONAL PROVISIONER headquarters, with a display showing its service to the industry. In the 9 months period covered 1,187 inquiries were handled, 532 special requests for information answered and 26,050 reprints of editorial articles ordered by readers.

Illustrating the planned and balanced editorial content of the magazine were pages portraying articles on Costs, Processing, Operating, Steam and Power. Air Conditioning, Construction and Maintenance, Management, Sausage, Merchandising and Industry News.

Some of the staff (left to right): Norma Hansen, circulation; A. Tisinai, Daily Market Service; Chas. F. Lewis, field editor; Frank N. Davis, vice president in charge of sales; A. B. W. Laffey, advertising.

One thing is sure: This is that meat that goes to market will be consumed at some price or other. If consumer resistance is effective enough it would help to bring prices down, through less enthusiastic demand. The trend of hog prices during the next few months may be downward, but probably not enough so to affect the general situation greatly.

No Increase in Hogs in Sight

Any increase in hog numbers cannot be expected for six or seven months yet, and consequently the picture for the near-term is not rosy. Seasonal distribution of marketing of hogs during coming year is expected to be different from normal, in that a larger than usual proportion of the year's supply will come during the summer months. It would seem logical, therefore, to continue hog operations during this winter season on a hand-to-mouth basis in order that the effect of the probable losses prevailing during this period of short supplies may be minimized as much as possible.

In view of a plentiful supply of corn, and consequently a favorable corn-hog ratio, prospects are good for larger marketings and lower prices toward end of next spring. With a supply situation correcting itself in time, the more distant outlook in the heavy consuming areas of the East is not without constructive implications.

CHAIRMAN SCHLUDERBERG:

The next speaker will discuss "The Trade Outlook in the West." He is A. O. Luer, president, Luer Packing Co., Los Angeles, Calif.

Trade Outlook in West

By A. O. LUER.

Importance of the meat packing industry on the West Coast is attested by figures in the most recent Census of Manufactures. This shows that 132 of the 1,078 meat packing plants of the country in 1933 were located in the three Pacific Coast states of California, Oregon and Washington.

More than 6,100 people were employed in these plants, and were paid wages aggregating approximately 7½ million dollars yearly. Value of products produced in these plants in that year totaled approximately 100 million dollars, about 7 per cent of the total value of all products of the meat packing industry.

This industry of ours has encountered many difficulties during the past two years. At the same time it has continued to give a good account of itself. It has provided a daily cash market for all livestock producers and feeders offered for sale. It has processed and distributed all the products of live stock efficiently and well.

Numerous new problems have risen in this period as a result of reduced volume of operations brought about by the various government programs and the drought.

Business Conditions Better

Many of these have been common to the industry. Such have been handled



EXCEPT FOR PORK PACKERS.
Immediate outlook for industry on Pacific Coast is good, except for pork packers, said A. O. Luer of Los Angeles.

effectively through the Institute. A number of West Coast packers have been members of the Institute only during the past two years. Since that time they have had an opportunity to appreciate the usefulness of a trade association composed of packers, irrespective of size or location, to represent them on questions equally applicable to each unit in the industry.

Work of the Institute

Establishment of the Institute's western offices has made the work of the Institute especially valuable to packers located in the West. It has made it possible for packers in the different trade areas out there to work more effectively on many industry problems and to do a better job of processing and distributing products of western live stock producers.

Business conditions in the West are far better this year than in 1934. Practically all lines of business have shown an increase and are on a much more profitable basis than at any time during the past five years. One striking exception to this general improvement is the pork packer. Pork packers on the West Coast have experienced an unsatisfactory year.

A situation which will affect the meat packing industry in particular is the settling, on a more or less permanent basis, of the various shipping industry strikes at principal Pacific Coast ports. Apparently longshoreman disputes, which have tied up vessels on the Pacific Coast for many months, have been satisfactorily settled, and last week, for the first time, ports of San Pedro, San Francisco, Seattle and Portland had no vessels tied up at docks waiting to be unloaded.

This means that, with the re-entry of these ships in trade, there will be an increased outlet for meat and meat products during the coming year, which has been very seriously restricted during 1935.

Agriculture Has Had Good Year

Increased consuming power on the Pacific Coast will come from increased activity in the lumbering industries in the Pacific Northwest and from increased wages secured by agricultural workers in the Pacific Coast states this summer and fall. Almost all the agricultural industries have had a satisfactory year. Growers of such crops as fruits and vegetables, grains, and livestock have had good returns. This means increased purchasing power on the part of the agricultural population.

Supplies of livestock, with exception of hogs, will be ample, and supplies of fed cattle and fed lambs particularly are larger in the Pacific Coast area than last year. No doubt the quality of meat handled by the meat packing industry on the Pacific Coast next year will be of a higher quality than this year.

The Pacific Coast is largely dependent on the intermountain country, mid-western states, Texas, and Oklahoma, for its hog supplies. Hog prices will be determined by prices at the mid-western markets.

The decrease in hog slaughter has been very severe in certain sections of the Pacific Coast area, particularly in the Northwest. For the whole area, decrease in hog slaughter this year, compared with a year earlier, will average around 30 per cent. The decrease will be most marked in the last six months of this year. Cattle marketings this year probably will not be greatly different from last year's supply.

CHAIRMAN SCHLUDERBERG: "The Outlook for Meat Packing" is going to be discussed by two gentlemen. "Beef and Small Stock" will be considered by William Diesing, vice president, The Cudahy Packing Co.

Outlook for Meat Packing—Beef and Small Stock

By WILLIAM DIESING.

The usual difficulties attendant on forecasts of an industry dealing in highly perishable product in ever varying quantities are obviously greatly augmented under the present very unusual conditions. The meat industry is subject to so many influences that of course it is practically a matter of day to day adjustment, and long range predictions are hazardous and perhaps of little value, particularly in the fresh meat division where production is always immediately passed on to the consumer through the medium of price. The outlook from the present position would seem particularly to require appraisal as to how quickly production of meat animals will be speeded up,

whether industrial conditions will improve, whether there is a possibility of war and possibly some other factors.

Perhaps the immediate future can best be read in the reflection of the past.

A year ago we were all concerned about the shortage of meat animals available for this year, partly as a result of AAA's reduction programs, but probably in a greater measure because of the great drought in the Middle West. We heard some great predictions—as, for instance, how high cattle were sure to sell by the middle of 1935. Some of these were so extreme that one would be led to believe that perhaps cattle would become extinct. True, there was a marked reduction in cattle slaughter in the early months of this year in comparison with any recent like period, but the gap in supply seemed to close up rather quickly after all.

The first six months of this year registered a marked reduction in cattle slaughtered under federal inspection as against the same months in 1934, but the decrease after February grew progressively less until August and September actually registered a considerable increase in cattle slaughter for commercial purposes as against the same months last year. The B. A. I. slaughter in August was 875,000 head contrasted with 832,000 head last year. In September 885,000 head contrasted with 851,000 head in 1934, September registering the heaviest cattle slaughter, with one exception, since 1920; bringing the total for the nine months



GOOD CATTLE AHEAD.

Adequate supplies of good cattle, well-fed and finished, are seen by Wm. Diesing, vice president Cudahy Packing Co. Lambs fed will be fewer, however.

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to 6,744,000 head of cattle slaughtered under B.A.I. inspection as against 7,271,000 head in the same period last year, a decrease of approximately one-half million head slaughtered for ordinary commercial requirements. The slaughter the last three months this year will not run much if any short of the same three months last year.

Cattle Slaughter Increases

The Bureau of Animal Industry reports the slaughter of cattle under official inspection for 1934 for commercial purposes (Government drought cattle out) to have been 9,945,000 head. From the figures previously quoted it is very evident our B.A.I. slaughter this year will not run much short of nine and one-half million cattle, which will give us, except for last year, the largest slaughter of cattle since 1927.

While the average weight of cattle was lighter this year than last, making the tonnage comparison less favorable, nevertheless, the volume of this year's kill is surprising considering the evident shortage that lay ahead of us at this time last year. This suggests that perhaps the cattle census given out by the Bureau of Agriculture as of January 1st, 1935—approximately 63,000,000—may have been too low. From all we can see there are plenty of cattle in the country, not to say an abundance. At any rate it is clear it was never a cattle but a feed shortage. As soon as it was evident in the early months of this year that cattle were going up and feeds down in price, the country undertook to correct the condition very quickly.

So too with calves—the slaughter of which in nine months this year is only 430,000 head, or less than 10 per cent, under the very heavy commercial slaughter of the same period last year. Present slaughter is running fully up to last year's heavy figures. It is clear now that slaughter this year will be fully 5,000,000 head or the largest in the last five years, with the exception of last year.

Largest Lamb Slaughter Since 1931

Lambs slaughtered in the first nine months this year exceed by 1,400,000 head in round numbers B.A.I. inspected slaughter in the same period of 1934. While the last three months this year will cut down the increase somewhat, the total year's slaughter will still exceed last year's substantially and will be the heaviest since 1931 at approximately 18,000,00 head.

Current prices for cattle range 2 to 3c per lb. live weight higher than at this time last year. Calves also range 2 to 3c per lb. higher; lambs over 3c per lb. live weight higher than just a year ago. A somewhat similar price comparison has held throughout the year. That the price level should be so substantially higher than last year's may be due somewhat to improved industrial conditions, but doubtless is



MORE CONVENTION PAIRS.

1. Carl Luer of Alton, Ill., greets uncle A. O. Luer of Los Angeles.
2. H. L. McWilliams, Nuckolls Packing Co., and I. Schlaifer, Dold Packing Co., used to be office pals.
3. Dr. N. F. True and Chas. Nichols of American Soya conspire for better sausage.
4. Dave Madden of Knoxville gets a peep at convention scenes over the shoulder of Col. Ed. Wentworth of Armour.

caused in greater measure by the greatly reduced pork supply creating a stronger demand for beef, lamb and veal, rather than by any reduction in supply of these three classes.

Demand and Supply Adjusted Through Price

Our experience proves that supply irregularities always adjust themselves through the medium of prices. There never really is an actual shortage—there is always enough at the prices that are asked. A temporary overproduction is quickly absorbed at lower prices. Meat consumption is very flexible. Per capita consumption merely means per capita production balanced through the medium of price.

For instance, the current high prices serve to stimulate production on one hand and retard consumption on the other, with the inevitable results that eventually we will try to pour an increased quantity through a too much restricted outlet, resulting in a reversal of the price movement. As has always been the case, the pendulum will then swing just as far too low as it was too high before it begins to find the proper balance. We have lost our foreign markets for meats and to a certain extent our domestic markets, temporarily of course.

Furthermore, the natural reaction to high prices may be hastened by other influences. There has been a great deal of publicity on the industry this year as a result of the notice taken by the press and others of the AAA program. Higher prices have been advertised—too much; the scarcity of meat animals has been advertised—undoubtedly too much. The surest way to stimulate production is to advertise shortage, especially when prices are running fairly high. The greatest comparative shortages we have ever known have come more or less unheralded. If they are known in advance the country has a tendency to hedge them, and they do not occur. The way to retard consumption is to point to prices as being too high.

So coming now to the prospects as viewed from the current position.

Feeder Competes With Packer

The country now has an abundant feed crop and is bending every effort to catch up the proclaimed shortage of meat animals. Evidently one of the quickest ways to make use of the feed is to turn to cattle and lamb feeding, in as much as hogs are not available immediately in large numbers, and cattle and lambs are. The movement into feed lots this fall is very heavy on both cattle and lambs. The feeder has given the packer real competition on animals both suitable for killers and feed lots. The figures showing the movement of stockers and feeders from central markets do not reveal the picture. The movement direct from range to feed lots, which has been growing apace in recent years, I think has set a new high mark this year.

Another important factor this year: competition in the beef, lamb and veal slaughtering business has intensified. Perhaps because of the shortage of hogs, more slaughterers have opened beef departments or expanded considerably that end of their business.

Summing up what may be expected, at least in the early part of next year, let us consider:

Features of Next Year

1st—An industry perhaps oversold with the idea of shortage and high prices.

2nd—A very definite movement under way to insure increased production

AD.
cattle, well-
Wm. Dies-
Packing Co.
however.

Provisioner

of meat animals available for next year.

3rd—A retarded outlet. The consumer will have to be won back to meats.

4th—More competition. Which, plus the other factors may mean constantly more demand for the live stock than for the meats, with a possibility that the distress in this year's pork operations can very easily spread into other departments of the business next year.

It seems to me the situation calls for the utmost caution in operation. More than ever we need to work from the standpoint of replacement, and yet that in itself is not sufficient. True, the only inventory accrual there can be in fresh meat is on the stocks in cooler and en route but even on them results can be very painful with markets steadily declining.

There can very readily be, and very likely will be, much dissatisfaction throughout the industry, not only with the meat packers but also the producers, whose interests are identical after all.

The first six months of next year very likely will show a complete reversal of cattle available for slaughter when contrasted with the same six months this year. I am afraid the feeder is going to be disappointed when he comes to market with increased quantities of fat cattle and lambs in the winter months, particularly, as is almost sure to be the case, if the animals are marketed more or less short fed. There are pretty sure to be too many of that kind to maintain what would seem to the feeder to be proper price levels. This does not even take into account the fact that there may be some increase in pork production as well as in other foods.

To me, the situation seems to be rather precarious, not only for the producers, but for the meat packer as well. It will at any rate be interesting to watch developments.

CHAIRMAN SCHLUDERBERG: W. S. Nicholson, vice president, Wilson & Co., will discuss "The Outlook for Meat Packing—Pork."

Outlook for Meat Packing—Pork

By W. S. NICHOLSON.

Prospects for the pork business in the months ahead are fairly good, but somewhat spotted.

Due to conditions beyond our control—government hog reduction program—with conditions made more acute by the 1934 drought, we have had a reduced supply of hogs, and present stocks of pork meats and lard are down almost to famine proportions in this fair land of plenty.

The government reports stock of all pork meats in the United States on October 1, 1935, at 278,000,000 pounds, 46 per cent less than the 5-year average. Lard stocks on October 1, 1935,

were 45,000,000 pounds, 56 per cent less than the 5-year average.

Even at the present levels of pork meat consumption—the lowest on record—present stock would furnish less than a 15 days' supply for the nation.

The AAA and the processing tax, with their complications and uncertainties, created a bad situation, resulting in the worst cutting losses the industry has ever had and sharp increase in unit expenses in the pork business. Furthermore, even with short hog receipts through 1935, live prices went entirely too high when matched against consumer buying power.

Prices of pork products have been much lower and are lower now than at



PORK PROSPECTS

For months ahead are fairly good but somewhat spotted, according to W. S. Nicholson, vice president Wilson & Co., who knows his pork.

several times in the twenties. But with consumer resistance and buying power currently 66 per cent of the 1926-29 base, what has been done has been to alienate some consumers from pork. Consumers pay about the same percentage of their income for meat. If prices are high, they buy less. Consumers have switched to other foods—poultry, fish, cheese, vegetables and other substitutes.

Conditions Getting Better

The processing tax has created widespread resentment against pork products by dealers and consumers. This resentment will no doubt continue as long as the tax remains on the product.

There is no such thing as a surplus of any commodity except in terms of price. The immense consumption of all meats and lard in the United States in 1934 was almost 20,000,000,000 lbs., proving that the old rule still holds.

Whatever prices the consumer is able or willing to pay, along with our active competition for the dealer's dollar, should be translated back to what the industry can pay for hogs.

Our situation is turning for the better. Summer and fall farrowing in 1935 is showing a substantial increase. While the hog kill in the crop year 1936 will not be much different from 1935, we can look forward to a 25 to 30 per cent increase in the 1937 slaughter. We hope that within a year or so later we can look forward to normal pork operations.

The worst seems to be over. With increased hog production just ahead of us, we can get back our lost volume, put more men to work and get our pork business back to a normal balance.

Pork Consumption Down 25 Per Cent

Using U. S. Department of Agriculture figures up to the end of July, and allowing for farm kill and non-inspected slaughter, we estimate that consumption of pork meats for the calendar year 1935 will be at least 25 per cent less than a year ago.

This means per capita consumption in pork meats for 1935 of about 50 lbs. for the United States—lightest on record, except for war year of 1917, when the per capita was 49 lbs. Lard consumption was also off 25 per cent.

Including beef and all meats, consumption appears to be off about fifteen per cent for the year.

Inspected hog slaughter for year ending September 30, 1935, was 30,700,000 head, a decrease of 30 per cent from a year ago and smallest since 1910. Number of hogs on farms January 1, 1935, was 37,000,000 head, smallest since 1881. The government reported spring, 1935, farrow as 30,400,000.

I feel safe in estimating the fall, 1935, farrow at a 25 per cent increase instead of the government estimate of 19½ per cent, owing to the speeding up in production—19,000,000 head. Therefore, we estimate a total of about 49,000,000 pigs for the year ending December 1, 1935, or 8 per cent less than 1934.

Increased Hog Supplies in Sight

This emphasizes the problem ahead of us in view of an increased kill in the spring and summer of 1936. We estimate B. A. I. kill for 7 months ending April 30, 1936, at 17,500,000 head, a decrease of 20 per cent under a year ago. For the five months ending September 30, 1936, we estimate inspected kill at 12,000,000, a decrease of 36 per cent under a year ago. Total is 29,500,000 head, a decrease of 4 per cent.

With the corn crop almost up to the 5-year average, and a high feeding ratio, we believe live weight will increase 7½ per cent in 1936 over 1935. Thus total live weight for 1936 will be somewhat over 1935.



WATCHING THE MARKETS.

Neither John W. Rath, president, Rath Packing Co., nor H. L. McWilliams, Nuckolls Packing Co., let convention festivities take his mind off the markets.

We are convinced that summer receipts in 1936 are going to fool us. Farmers have every incentive to increase production. There has been a steady demand for stock and feeder pigs and bred sows. Furthermore, there will be more farrowing after December 1 than usual. October and November B. A. I. kill will show a heavy decrease. December will show a substantial decrease under last year. Increases will start in January or February.

The corn-hog ratio has been high, and feeding is profitable. The ration based on Chicago market prices for the week ending October 5 was 12.4. This means 15, including processing tax, which goes back to the farmers in corn-hog benefits. Normal is 11.4. The 1935 corn crop is good—2,183 million bushels, 15 per cent under the 5-year average and 60 per cent more than 1934.

Consumers' Meat Purchases Vary Little

The early months' hog receipts—November and December—will be relatively light, and we must be warned against buying early winter hogs like drunken sailors, knowing that more hogs and heavier hogs are coming later.

Sometimes we wonder if we fully realize the laws of action and reaction and supply and demand. Many of you saw the figures gathered from government sources and published by some of the financial services, THE NATIONAL PROVISIONER and the daily press. These showed percentage of total income paid to producers of meat animals during the 12-year period 1920-1932. It is truly remarkable how uniform this was. Average for 12 years was 3.82 per cent. The highest year was 1922 with 4.09 per cent. Lowest years were 1932, with 3.53 per cent and 1923, with 3.62 per cent.

The figures show how well it is established in our national economy that consumers pay about the same per cent of their income year after year for meat.

In 1929 producers got \$3,300,000,000 for meat animals, equalling 3.91 per cent of the \$85,000,000,000 national income.

A shorter supply of livestock brings higher price per pound, but the percentage of income is about the same.

Hog Reduction Program Doesn't Make Sense

My point is that the reduction program has increased prices, especially for pork to consumers, caused more unemployment, hurt seriously our great industry, by increased expenses and greater hazards, reduced the volume of goods and services all along the line, affected railroad revenue, etc., etc.

We surely all believe in the economics of abundance, and don't believe in the "economics of scarcity." This method of cutting down production hurts all, and it does not make sense either in the farmers' interest or the public interest.

The press carried the report a few days ago that the secretary of agriculture was considering a plan to pay hog benefits for a 30 per cent increase in hog production. Since amendments to the AAA now provide for adjustment instead of reduction, this would be possible. But, it hardly seems probable that this government will pay the farmers a bonus to do what is certain they are going to do in any event.

For the week ending October 19, 1935, Chicago's average hog price was \$10.18, compared with \$5.53 a year ago, an increase of 84 per cent without the tax, and a 59 8/10 per cent increase including the tax. Chicago's average, without the tax, for December, 1934, was \$5.89 and for the calendar year, 1934, \$4.65.

Over many years hogs have sold in December and January at 10 per cent



SAUSAGE TROUBLES.

Discoloration and other problems were talked through under able guidance of Dr. W. Lee Lewis, Institute director of scientific research.



CONVENTION VETERANS.

Sam Stretch, the spice man, who confesses to three-score-and-fifteen, and has missed but one convention in 30 years, and Con Yeager, who can only make three-score-and-ten, but has about as good a convention record as Sam.

to 20 per cent less than during the previous September.

Future Condition Advises Operating Caution

Chicago's average for September, 1935, was \$10.95, without the processing tax. We know what hogs should sell for this coming winter and spring, but there is no use in making a rank guess as to what prices will be. If we are cautious on the amber light and stop on the red light, hogs will sell in line with what consumers can pay for a steady flow of fresh pork and provisions.

The coming year will be a topsyturvy one; we have had years like it in the past, with a short winter run and increased supplies the following spring and summer. If we act according to custom and disregard warnings which develop from month to month, we will drop tears and spread red ink on the monthly statements next summer.

Consider the Chicago December average hog price for the four years 1927-28-29-30. The mathematical average was \$8.59. Buying power is much lower now than then, with about 75 per cent of the people supporting the other 25 per cent. Consequently hog prices ought to be considerably lower than the above 4-year average, but supplies are short and supply and demand will work in spite of the devil and high water.

The Storage Stock Situation

An important factor in future hog prices is inventory policy. The United States storage stock of pork meats will be about 240,000,000 lbs. on November 1, 1935—the low point. Over the year, over 20 per cent of the live weight of hogs goes out as fresh pork. About eighty-five pounds of hog go into cure or freezer for cure, and this speculative inventory hazard is what causes the most backfire and grief. Hogs will be heavier in weight.

Storage stocks will increase slowly

starting in November, with the greater rate of increase from December on. Price for hogs will depend on consumer demand and buying power for product on a cut-out basis.

The tendency will be for hogs to sell too high in the early winter months, without a realization of the danger ahead of increased kill and increasing stocks the following spring and summer. Every time we have these upside down years, our nemesis overtakes us. Storage stocks will not reach their high probably until next June or July, instead of in February-April as in recent years.

Remember also that other meats, beef, small stock, poultry, etc., will be about in the same supply next year as this. We must not look at pork supplies alone.

In our opinion, if accumulation of meats is gradual and moderate and hogs are bought and products are sold at true values, so that United States storage stocks of pork meats on May 1, 1936, would be not over 400 million pounds, or 70 per cent of May 1, 1935, and 60 per cent of the 5-year average, the industry should be in a safe position and be able to face the logical increase in hog receipts. If stocks increase too fast, hogs should sell at further declines.

Hogs have declined \$1.25 to \$1.50 from the peak in September. With orderly marketing and profitable feeding there will be a substantial seasonal decline.

More Careful Hog Grading Advised

It is reckless to predict future hog price. Prices should be at levels which allow the packer to move fresh pork freely into consumption on a basis of a moderate and reasonable cutting profit. This must also be coupled up with a good movement of lard and cured meats and the moderate accumulation of storage meats at safe prices. Here is one year when you don't need to pile up meats for your trade next summer. Keep your eye on stocks. We shall have 40 per cent (or more) of the year's hogs killed in summer, May to September—a very high proportion. Breakers ahead!

The old hog-cycle usually works. The corn-hog ratio and other factors make a swing in prices. Hogs would have advanced from the lows of 1932 and 1933 without government control, but not so high, and then, in turn would have declined from the 1935 level.

We haven't done a good job on hog grading. The farmer with medium quality and lower grades has benefited at the expense of the man with good quality. The market service of B. A. E. at all important markets should publish prices for good and choice hogs and show medium quality at least on lighter weights. We should buy on grades—good and choice, mediums and culls. In recent months, medium qual-

ity, unfinished hogs have been selling at narrower spreads, when on a basis of yield alone, it has taken 75c to \$1.00 per live cwt. to cover additional dressed cost. At recent prices 1 per cent in yield has equalled about 30c in dressed cost; 2 per cent equals 60c and so on.

Cutting Losses High

Department of Agriculture has semi-officially sanctioned these grades, and it will pay us to check our hog buyers on grading. Sows, especially medium quality, should be bought better on grades. Quality of hogs has been below par in 1935, many hogs coming from areas where corn was short. Yields were much lower than normal, owing to large percentage of medium grade, unfinished hogs. No doubt some of you had yields so low they shocked you.

Department of Agriculture has often said that excessive feeding of hogs at time of sale is economic waste. The temptation to fill is greater when prices are high. The fill at some markets has been excessive. Cooperation with marketing agencies on feeding will be helpful.

Cutting losses have increased since processing taxes were started, and in 1935 were very bad and the worst on record. Our own experience ties up with the Institute's weekly tests. No business is sound which has to operate under such a burden of current operating loss.

Cutting losses for the year were about 50c a hog more than in 1934. For recent months expenses of killing and cutting were at least 50c a hog higher than the year before, owing to decreased volume.

Hogs Above Parity Price

We can blame the processing tax for part of the trouble, but as a result of unsound buying hogs sold far too high. The spreads between hogs and product, as published by Washington, have been narrowest on record.

We have a right to a moderate cutting margin from week to week. If we can get this, the rest will take care of itself.

As published by the Department of Agriculture, farm price for hogs as of September 15, 1935, was \$10.29; parity price, \$9.24; index for meat animals, 131 per cent of base period. Therefore, hogs were \$1.05 over the parity required by the AAA, or with the \$2.25 tax, \$3.30 over parity.

Business shows a pickup. Recent reports indicate a movement toward a broad recovery. Hams, which always account for 40 to 45 per cent of total pork meats, seem to be pretty well stabilized at present prices after the decline at mid-August. With stocks so short, the situation might be characterized as "October jitters." The shortage in hams and all other meats makes a firm supply and demand situa-

tion. Somewhere along the line, in the next month or so, light hams and other scarce items will probably sell higher. In D. S. bellies we have famine stocks, with a demand that cannot be supplied. D. S. bellies advanced more than 1c last week. We predict a good old-fashioned November, with an actual shortage of many products for trade requirements.

More Planning and Thinking Needed

It turned out that the advance in cash prices in July and August was excessive. It was a logical advance in view of light stock of high costing meats. There was dealer and consumer resistance, but even so, with such light slaughter supplies in sight, we knew that stocks would be needed and did not do a decent job of merchandising. We should have our heads examined.

Undoubtedly the Supreme Court will settle, about the first of the year, the question of whether or not the tax on hogs is to be continued. It seems to me that common prudence demands that until the Supreme Court definitely and finally settles this question, that each packer should assume that this \$2.25 per cwt. live weight tax must be paid. To do otherwise, on the assumption that the tax is unconstitutional, may place one in a position of having to assume a huge burden.

I would recommend that every time a packer slaughters 100 lbs. of hogs he earmark and set aside \$2.25 to be held intact until Supreme Court finally determines this question.

The pork business, one of the best in the country and full of fine tradition, traveled a rocky road in 1935. Let us do more planning and thinking. Too often we are opportunists; we do not figure our costs properly. We can get much good out of the Institute's tests, expense schedules, stock reports, etc. THE NATIONAL PROVISIONER is also very helpful.

While our business is subject to aggressive competition in buying and selling, we should try to operate soundly, buy and sell on a basis of true values, and show some tolerance and unselfishness for the general good.

Confidence and business security are bound to return. Eventually the American people will put their house in order.

The meeting adjourned at three fifty-five o'clock.

JAY DECKER HONORED

Honorary membership in the Institute of American Meat Packers was conferred on Jay E. Decker in the closing session of the convention, in recognition of his long service in the industry and of his many activities in the work of the Institute. It insures his continuing official activity in the organization, otherwise impossible because of constitutional limitations.

Third Session

Tuesday, October 22, 1935.

THE third session convened at ten fifty o'clock. E. A. Cudahy, jr., presided.

CHAIRMAN CUDAHY: The speaker whom I am about to introduce is a very well-known Wyoming cattle man, prominent in the affairs of Wyoming and the West. He organized the Wyoming Taxpayers' League, and was instrumental in having taxes in that state reduced by one-third. He has also, during the past two years, dealt closely with the government as one of a committee of five representing the American National Live Stock Association.

It gives me great pleasure to introduce Elmer Brock, who will speak on, "The Situation in the Cattle Industry."

Situation in the Cattle Industry

By **ELMER BROCK.**

For a live stock producer to appear before this organization of meat processors is a privilege. To discuss the problems peculiar to our respective industries, or common to both, is indeed constructive and should be mutually beneficial. Any serious consideration my remarks may merit will be due to revealing to you the state of mind of someone from another branch of the meat industry rather than any philosophy which I might convey.

The producer, the processor, the marketing agencies and transportation, with the requisite labor for each, complete the cycle of meat from the soil to the counter, where the consumer receives the finished product. Anything beneficial or detrimental to one affects the others to some degree. The greatest benefits are received when all keep abreast. None can get out of step without a penalty being imposed on the others.

Without you, the processing and distributing of meats would go back to the old horse-and-buggy days, with resulting inefficiency, waste and loss. The difference in that system and the one in use today leaves a margin for profitable operation of your industry. Competition will not permit your deviation from this field to any considerable degree.

You are, therefore, an essential and not a parasite in the channels of trade. You have filled your sphere in a manner so creditable that you are not only vital to us as producers but an asset to the nation.

Practices Which Concern Producer

I feel that in appearing before you as a producer, I would be remiss in my duty if I did not lay before you some of the criticisms common in the minds of my people. If we are in error, you are at least entitled to know how we



TWO INDIVIDUALISTS

Officially representing livestock interests at the convention were Chris Abbott of Nebraska and J. Elmer Brock of Wyoming, executives of the American National. What Elmer Brock said in his speech, and the way he said it, seemed to make a hit with the crowd.

feel. We think the processor should stay out of the producing game; likewise feeding of livestock for slaughter.

We also feel that large concentration yards near the central markets, other than what are required to balance your plant operations from one day to the next, place you in the speculative field. These practices can have little effect on margins between producer and consumer, but with your strategic position you could take seasonal advantages to the detriment of livestock producer and feeder.

The producer of the West has little concern over direct country buying by the meat packer. A careful study shows this tends to narrow the spread between producer and consumer, which is gratifying to both.

We also view with alarm too many salary advances in the packing indus-



E. A. CUDAHY, JR.
(Cudahy Packing Co.)
Vice Chairman of the Board.

try, especially where the wage scale is above and cattle prices are below parity. An undue amount of this spread must come from the stockman. So much for criticisms.

Meat Grading Advocated

It may be of more than passing interest to you to know that at a recent joint meeting of the officers of the Sheep and Cattle Associations of my state, a careful survey revealed that, as a general rule, gross receipts from livestock sales this year will not exceed those of last year unless sales are made from the normally-maintained herd. This is due to light weights and smaller numbers of calves and lambs, a result of last season's drought.

Any increased spending by producer, therefore, must come from borrowing against his increased inventories, due to higher livestock prices. The meat packers are today facing an inspired demand for a uniform system of Government grading and stamping of meat. We say "inspired" demand because, while the demand comes from the consumer, the inspiration is from one of our too numerous federal bureaus desiring expansion. This problem is now before you for solution. In all fairness, it does seem as though the public is entitled to some established standard for as important a commodity as meat.

If it is to be done, it would be much more efficient if the packing industry generally would adopt their own standards and enforce their own uniformity. Whether or not the law would permit this is a question I am not qualified to answer. The producer is going to be very cautious in adding his support for compulsory government meat grading and stamping for two reasons:

First, he hesitates to inject the Government further into any phase of his business;

Second, he would like to know how it will affect him.

Consequently, results on the meat trade in cities requiring stamping and grading of meats will be watched very closely and will be the basis for producer action.

Why Packer-Producer Cooperation Failed

I have been told since I have come here that the Institute of American Meat Packers this year urged upon its members the adoption of the Institute's uniform grades for meat.

We hope you will join with producers in urging enactment of the Kleberg Bill, placing a tax of 10c lb. on all oleo not made 100 per cent from American fats and oils. This should, in time, supplement many vicious and unreasonable state oleo laws.

Some two and one-half years ago, George N. Peek, then head of the AAA, conceived a plan for working out many problems of the livestock producing and

processing industries through closer cooperation and the joint application of good sound business principles. At his instigation, chosen representatives of both industries were assembled for joint conferences.

Weeks and months were spent in earnest deliberations and tentative plans were worked out whereby the two industries might accomplish many things mutually beneficial. Plans were made for orderly marketing, orderly distribution, stabilizing of prices, narrowing of spread between producer and consumer, elimination of needless, wasteful cut-throat competition, and an orderly disposition of our exportable surplus of meat and meat products.

After reaching complete accord, we asked the secretary of agriculture that our industry be clothed with authority to make operative our meritorious objective, leaving to the decision of the secretary all safeguards for the consumer.

It was an evident shock to official Washington when it learned we had reached accord instead of being engaged in the traditional conflict. George Peek was deposed and our proposed marketing agreement was permanently sunk. More than this, its failure was charged to the avarice and greed of the packing industry.

Charges Against Packers Untrue

I speak advisedly, and with the full knowledge of a participant of those deliberations in perfecting the plan for the proposed marketing agreement, when I say you cooperated to the fullest extent consistent with good sound business. Those charges against you were both unfair and untrue. It is a decided shock to a member of my industry to find that its efforts, originated in sincerity, have later been diverted to an unsuccessful attempt to create animosity and hatred toward the meat packing industry for alleged crimes of years gone by.

We producers in the public domain area of the West are ourselves charged by this same official Washington with still more serious offenses — crimes against the soil. We do not believe conflict between our industries is either desirable or necessary. If we must disagree, we producers desire to pick our own issues and select our own field of battle.

Government interference used to be largely confined to big business. Today, agriculture seems to furnish the most fertile field for bureaucratic experimentation and expansion. This is of much concern to you for it affects the supply of your own products without which you cannot continue.

The sparsely settled public domain areas of the West have suffered the most. Since it is here that a substantial proportion of the beef breeds of cattle are grown and from where they reach you either direct or through the feed lots of the Corn Belt section, it behooves you to look to your own welfare. You can either look forward to



FRED M. TOBIN
(Rochester Packing Co.)
Director of the Institute.

an unhealthy shift of production or to less productive livestock producing areas.

Production Restrictions Not Desired

Only yesterday, Mr. Burmeister told you that a considerably larger proportion of the cattle marketed in recent months has come from the South Atlantic and South Central states, which normally are relatively unimportant cattle producing areas.

When the AAA cattle committee met in Washington last March, representatives of four federal agencies came before it. Each told how his department would reduce livestock numbers. They were the Bureau of Animal Industry with the Disease Eradication Program, which has some merit, the Forest Service and the Grazing Administrations, with plans for enforced reductions in livestock for proposed range improvement, and the Farm Credit Administration with plans for restricting credits.

What does this mean to the livestock producer? Taxes and overhead require that his operations be carried on at, or at least near, the capacity of his plant as measured by forage produced. Restrict him and his business is immediately operated at a loss.

The plight of the smaller operator is especially appealing. He may be on a small unit barely capable of supporting himself and his family. Reduce his operations and there is but one thing left for him to do, which is, in the language of the west, to dump his coffee pot on the fire and whistle for his dog.

Another family is added to the ever swelling relief rolls. Another man is denied the use of his initiative to make something for himself in a meritorious production of basic wealth and may soon be broken in spirit and a permanent public charge.

Federal Control in Wyoming

If you want to learn what the livestock producer of the West intends doing, don't ask him, see one of his many landlords in Washington. He must lease his grazing from some of at least nine federal bureaus, no two of which will cooperate, and none of which is concerned in his welfare.

My state, Wyoming, which is comparable with other public domain states, is one-half under permanent federal control, with another 25 per cent under some form of government restriction or reservation. Half the land passed to title through some form of land entry is passed under conditional type. Our mineral resources and our forests are nearly all under federal control, as well as a large part of the state's water, to say nothing about our greatest of all permanent resources, our grass.

Let us pause and see if there is justification in the claims that we must be controlled from Washington like reservation Indians. A year and a half ago the secretary of agriculture told the Wyoming stockmen in convention assembled that due to their sins and the sins of their forefathers, they had totally ruined a once fertile country, and said he to these cattle raisers "You glory in your shame."

This statement was made during the worst general drought and hopper infestation within the memory of any white resident. Twelve months later, with less than a normal precipitation, stockmen were cutting wild grass for hay on the open range. The fire hazard from the luxuriant growth of grass is the greatest in many years, and much damage has been done by grass fires caused by carelessness.

Livestock Production Maintained

The most serious damage to the lands of the West has been done at the insistence of the Interior Department, the agency now duly self-appointed as our savior. This was caused by turning too much of our sod wrong side up. An entryman was compelled to plow up a given area of his claim whether he ever planted a crop or not, otherwise he could not receive title.

Recent compilations from records of the Wyoming Stock Growers Association, going back for 50 years, prove that market shipments of livestock in 1934 have never been exceeded but once, and the cattle numbers are now but lightly below normal. This state has carried around a million cattle a year for a half century, and has added to this 3,500,000 sheep. This was made possible by the development of the state

rather than by the following of alleged destructive range practices.

This situation is common with other public domain states. If you are going to continue to look to the West for your livestock, you will be interested in helping to restore state sovereignty and its political and economic independence.

Let us consider for a moment the theory of creating prosperity and plenty by restricting production. Old mother earth is the source of all wealth. To the raw product from her may be added labor, transportation, refinement, and distribution, with value added by each, but if the raw product is never produced, it is never wealth in any form.

There are certain basic principles of economics which cannot be successfully violated. The attempt to do so will just as surely fail as will an effort to reverse the law of gravity.

Fallacy of Crop Control

A man may produce a car of cattle and sell them at below cost of production. These cattle may yield a profit to labor, transportation, processor, wholesaler, retailer, and so on. This may be the means whereby this man made a profit from his next car of cattle or from some other of his operations in which he may be engaged.

If these cattle never were produced, they certainly can never represent wealth to anyone. If there are too many cattle produced no surer way can be found to limit production than continued operation at below cost. The producer himself will be eliminated. Surely we don't need to impose an added penalty in the form of a tax to limit profitless production.

Bureaucracy has followed the plan of increasing value by limiting production and imposing tax penalties to a point where the article becomes scarce and demands an artificially high price. Then when the irate housewife demands a reason and joins in a consumer's strike, the same bureaucrat advises her to buy a substitute.

A Vicious Circle

In a recent article by J. Evetts Haley of Texas, entitled "Cows in the Cotton Patch," he points out some of the fallacies of a planned agriculture. First in the South came the Bankhead Act, which lost the cotton producers the world cotton trade to South America and the African colonies. As a result tobacco jumped the fence and had to be corralled.

Next came gubbers, and after the lowly peanut was hobbled, potatoes had to be put on the picket line. Jerusalem artichokes will be due before long. Planned agriculture may cause disastrous shifts of production. One commodity may benefit for a time at the expense of another. It can cause much pulling and hauling, but it can't succeed.

Granting for illustration that all

crops affecting any other crop were regulated, would we not be back where we started and have the same vicious circle to go over again.

Mr. Haley calls attention to 17 million acres of new corn land in the South, with 55 per cent increases in some of the counties in "cattle in the cotton patch." These are going to replace like commodities in sections that can't produce cotton. If the rapidly increasing volume of agricultural imports of today were grown here, we wouldn't hear so much about marginal land.

The labor required to produce, har-



TOLD ABOUT THE TAX.

Present legal status of AAA, processing tax litigation and other legislation affecting packers was told by John Potts Barnes, Armour and Company legal expert.

vest, transport and refine these crops would make great inroads in the ranks of the unemployed. The consumptive demand and ability to purchase are here. Otherwise we would not have these vast imports.

What is the sane solution to this more and more complex problem. Why not permit nature and sound economic laws to function. Why not return to the sound practice of trying to increase domestic consumption. Why not try recapture of our world trade for agricultural commodities and thereby increase demand for all products.

Certainly we are not making progress by widening the spread between producer and consumer through codes, coercion and price fixing, while at the same time we reduce the middleman's volume by restricting producer of raw product through regulation and a tax which must be absorbed. If the government must interfere in business, why not let it spend its energies seeking a foreign market and leave the producer unhampered to try to raise his product at a lower cost? Excessive taxation alone becomes a great barrier

to export because of the added cost of production, which creates a disparity between prices here and abroad.

Bureaucracy Absorbing Government

Too much of our business today is directed through bureaucracy by men who either never tried to earn a competitive dollar or failed in the effort. Bureaucracy has grown to the point where Congress becomes a mere adjunct to some department. Both our major political parties have for years past offered pre-election promise to the people to take government out of business.

Whichever side won, the bureaucracy herd breezed serenely on with the good annual crop of calves at the side until today it is absorbing our form of government. Someday one of these political parties had better keep its pre-election promises, or there will come a climax which thinking men won't talk about and don't like to visualize.

In closing, I want to call your attention to a letter which Charles Collins, president of the American National Live Stock Association, wrote a western congressman during the closing weeks of the last Congress. Not having the letter here, I can't quote it, but Mr. Collins said, in substance:

"There is nothing wrong with this country except lack of confidence. If Congress would reaffirm the Declaration of Independence and the Constitution and re-express confidence in the Supreme Court, repeal all experimental legislation of the last two and one-half years, and adjourn, it will have done the greatest possible good."

To this should be added the balancing of the national budget by economy instead of new taxation.

CHAIRMAN CUDAHY: It gives me great pleasure to introduce a gentleman who will speak on, "The Legal Status of the Agricultural Adjustment Act and Processing Tax," John Potts Barnes, Armour and Company.

Legal Status of AAA and Processing Tax

By JOHN POTTS BARNES.

The period of hesitancy has passed. Conflicting thoughts and emotions of yesterday have been fused by recent events into a resolve to act. Today the Agricultural Adjustment Act stands before the bar of almost every federal district court in the land accused of violating the Constitution. In one proceeding, trial and intermediate appeal are over and the final stage has been reached. Exonerated by a district court, then condemned by a circuit court of appeals, the act has now been called before the Supreme Court soon to answer and defend against this accusation.

What, specifically, are the charges of

unconstitutionality made against the act and what the defenses to these charges?

What is the nature of the case pending in the Supreme Court, and to what extent may a decision in that case be expected to settle constitutional questions?

What are legal problems involved in suits to enjoin collection of processing tax?

And, finally, what will become of taxes already paid and those withheld under protection of the injunctions if the act is declared unconstitutional?

These are the questions I propose to discuss.

Constitutionality Objections

By way of preface to the constitutional discussion, it should be observed that the act has several phases which present distinctly different constitutional problems. As you know, the object of chief interest and widespread attack in court is the dominant feature of the act—benefit payment-processing tax scheme for control of agricultural production and prices. The discussion will be confined to that phase.

At least three serious constitutional objections to the benefit payment-processing tax plan may be made:

1—That the act delegates legislative power to the secretary of agriculture.

2—That the processing tax is not a tax but merely an integral part of a scheme designed to regulate production and prices of certain agricultural commodities, and that regulation of such matters is not within the scope of any of the powers vested in the federal government by the Constitution, but is within the field of powers reserved to the states; and

3—That the processing tax was not levied in conformity with the power vested in Congress by the Constitution to levy and collect taxes, since the purpose for which it is laid is not one of the three there prescribed. Obviously, the tax is not for the purpose of paying debts, nor is it to provide for the common defense of the United States. Moreover, it is argued, it is not for the purpose of providing for the general welfare, because that term has the same meaning as public purpose, and the tax is not for a public but a private purpose, namely, payment of subsidies to individuals in a certain class.

Delegation of Legislative Power

Other objections are commonly mentioned and have been urged in court, but these three, it would seem, make the strongest case against the act. What of them? What does and may the government say in reply to them?

Let us consider first the charge of delegation of legislative power. If you would judge a man's strength, see what weaknesses his family concede. Certain action of the AAA and Congress concedes much as to the weakness of

the original act upon point of delegation.

Charge of delegation was grounded upon power of the secretary of agriculture, under the original act, to determine when benefit payments in respect to a commodity should be paid. Such determination carried with it imposition of the processing tax, to determine rate of tax, and to determine when benefit payments, and consequently tax, should terminate.

Ostensible standards prescribed in the act, such as that for determining rate of tax, namely, difference between current average farm price and the fair exchange value of a commodity, were thought to be too vague and elastic. And, when the decisions of the Supreme Court last term in two cases made plain that the court intends to insist upon the laying down by Congress of definite standards to guide and restrict administrative action, officials of the Department of Agriculture were forced to a realization of the plight of their act.

In the bill to amend the Agricultural Adjustment Act, signed by the President on August 24, there were inserted two provisions frankly designed to correct the defect of delegation. As to taxes imposed prior to the amendatory act by proclamation and regulation of the secretary, it was provided that such taxes were ratified and legalized.

Time of Tax Payment a Factor

Prospectively it was provided, in the cases of two commodities, that taxes should be at designated rates and, as to all other basic commodities, that taxes should be at rates prescribed by regulations of the secretary in effect on date of adoption of the amendatory act from such date until December 31, 1937. But such rates are subject to change by the secretary, as we shall see.

Because of these statutory changes, a distinction must be made between taxes imposed before and those imposed after August 24, the date of passage of the amendatory act. Before the amendment the act seemed fairly open to attack on the point of delegation, as practically conceded by the Government. Assuming, then, that it was unconstitutional, was the attempted ratification by Congress effective?

Ratification is a doctrine of the law of agency. If Jones does an act as an agent of Smith without authority, Smith may ratify such act if he could have authorized it in the first instance. But Smith, the principal, cannot ratify an act which he could not have authorized before its commission. At least one court, applying this principle, has held that, since Congress could not, in the first instance, authorize the secretary to fix rates of processing taxes, Congress could not ratify the rates previously fixed by him.

In other words, the court held that Congress could not ratify what it could

not authorize. Aside from any technical legal rule, and purely as a matter of policy, this conclusion seems sound. Otherwise a powerful executive, having forced the unlawful delegation, would compel ratification of his acts, and there would be no end to the circumvention of the constitutional limitation by this subterfuge.

Act Cleverly Worded

As to taxes imposed after August 24, the act makes a show of depriving the secretary of power to fix the rate by prescribing certain specific rates. However, it does nothing of the kind. What the act really does is to say taxes shall be at certain rates until December 31, 1937, unless the secretary makes a revision, intended to be downward, in accordance with a new formula involving all the uncertain factors of the old one, or makes an upward revision in accordance with the old formula, namely, the difference between the average farm price and the fair exchange value.

This is a clever scheme. The secretary is left free to adjust rates either upward, in accordance with the old formula, or downward, in accordance with the new formula. But, since existing rules have been sanctioned by Congress, the charge of delegation of power probably cannot be supported so long as those rates remain unchanged. The delegation may exist, but until the power is exercised, no one can complain of being prejudiced by it. One court has already held that taxes imposed after August 24 are free from this imperfection.

We turn now to the ground that the tax is invalid since not laid for the general welfare. Benefits from taxes do not usually flow directly to any particular individuals or class. Tax moneys are used normally to build and maintain roads, schools and other public improvements and institutions.

Individuals are benefited indirectly because they are free to enjoy such improvements or institutions on equal terms with other members of the general public. On the other hand, processing taxes are paid directly to producers. The actual cash goes into their pockets. Any benefit to the general public is secondary to, and supposed to result from, direct benefit to producers.

Taxes Must Benefit the Public

The Supreme Court, in one case involving municipal taxation, has held that an exaction when so used to advantage directly individuals is not a tax, even though the public is indirectly benefited, because the immediate object of taxation must be benefit to the public. In other words, the immediate, not the remote, purpose of a tax must be public.

Whether the Supreme Court will apply this same principle to the processing tax remains to be seen. One district court has impliedly rejected it, saying: "Now it cannot be said and it is idle

to contend that what benefits so great and widespread a class of persons as the farmers of America is not for the general welfare."

By the same token, taxes levied to be paid to bankers or even lawyers could be said to be for the general welfare. What this argument does not dispose of is the distinction between taxes, on the one hand, for immediate public and secondary class or individual benefit, and, on the other hand, taxes for immediate class or individual and secondary public benefit.

We now come to the last of the three constitutional arguments—that the tax is part of a device to regulate production and prices of agricultural commodities—matters beyond the power of the federal government to regulate.

The act expressly purposes to regulate these matters, and, if it is true, as the Supreme Court has said, that agricultural production is purely an intrastate activity, then why should there be any doubt that the act is unconstitutional for the stated reason? The federal government has the power to tax and the power to appropriate money, and it is argued that the act is simply the exercise of these two admitted federal powers.

No Coercion Claimed

A tax is levied. The moneys collected are appropriated for payments to producers, but subject to condition that the latter, in order to participate, must agree to and actually reduce production or acreage. It is said that there is no regulation of production or prices, because regulation implies exercise of coercive powers of government. Compliance by producers is not coerced, but is induced voluntarily by money payments.

Certain language in the case of *Schechter vs. United States*, in which the Supreme Court answering the contention that the National Industrial Recovery Act was merely a much needed voluntary cooperative movement of business and industry, pointed out that the cooperation was not voluntary but enforced, lends some support to this argument. However, the underlying distinction may be admitted without conceding the validity of the Agricultural Adjustment Act.

The inducement of financial aid or subsidy may be a more powerful motivating influence than even the application of the coercive power of government. The producer may be induced by promise of a subsidy, whereas he might not be frightened by the fiat of the government, to reduce production.

If this distinction is established by decision of the Supreme Court the vast field of purely intrastate activities may be opened to federal regulation through the device of taxing one class and paying the proceeds to another class, who conform to a certain course of conduct prescribed by federal law. Practically, the regulation may be just as effective

and absolute as if the federal government had laid down the prescribed course of conduct and threatened penalties for its violation.

Constitutionality Challenged

Constitutionality of the act has been challenged in two types of cases. The case of *William M. Butler vs. United States*, commonly known as the *Hoosac Mills* case, in which the Supreme Court recently consented to hear the appeal of the government, is the outstanding example of the first type. That suit is a receivership proceeding, in which the validity of the Agricultural Adjustment Act was drawn into question because the collector of internal revenue filed a claim for processing taxes to which the receivers objected on the ground that the act was unconstitutional. The other type of case is the suit to enjoin the collection of the processing tax.

The constitutional question is common to both types of cases. If the act is sustained, the litigation ends. But, the right to enjoin the collection of a tax depends upon certain peculiar questions

which do not arise in the *Hoosac Mills* case, because no injunction is there involved. And it is these questions which will engage briefly our attention. But, first, the probable effect of the decision in the *Hoosac Mills* case on the common question of constitutionality should be noted.

If the Supreme Court in that case considers and decides all of the asserted grounds of unconstitutionality, the decision should leave room for no further litigation. But, if the Supreme Court should be of the opinion that the original act was unconstitutional, on the ground of delegation of power, and that attempted ratification was ineffective and should confine its decision to this point, it would not be conclusive, because the situation in regard to delegation, as already noted, was changed by the amendment of August 24, and that case involves only taxes imposed prior to such date.

We can anticipate the probable action of the Supreme Court in this respect only by comparison with what it has done in the past. In the *Schechter* case the court did not rest its decision that the National Industrial Recovery Act was unconstitutional merely on the ground of illegal delegation of power, but also upon the ground that there was a regulation of intrastate matters. It is, therefore, not unreasonable to believe that the Supreme Court may dispose finally of the constitutionality of the Agricultural Adjustment Act by a decision on all the points raised.

Congress Bars Tax Refunds

Equity will not make available one of its extraordinary remedies if the plaintiff has a clear, adequate and complete remedy at law. Especially is this true if the relief sought is an injunction against the collection of a tax. Normally, a taxpayer may pay the tax and sue for its refund. This is his legal remedy and, except in rare cases, is adequate. For courts to cut off any of the revenue of the state, except in those rare cases, has been condemned as unwise.

When the decisions of the Supreme Court during the last term impelled even the President to despair publicly of the Agricultural Adjustment Act, hasty efforts were made to guard against refund of nearly a billion dollars of processing taxes already collected and millions more to be collected before the constitutional issue could be decided.

In the bill to amend the act then pending in the House of Representatives, there were inserted, and later passed, by that House, two provisions—one barring absolutely all refunds of taxes imposed prior to adoption of the amendatory act, and the other limiting the right of refund of taxes imposed subsequent to the passage of such act.

This prospective legislation brought down upon the government an avalanche of injunction suits. Whereas previously no injunction suit would lie



FATHERS AND SONS.

1. Ben Smith of Cleveland and son Don of Chicago.
2. Henry Manaster of Chicago and son Seymour.
3. Erwin Freund, head of Visking, and son Gustav.
4. Max Salzman and his lawyer son, H. A. Salzman.

because of the availability of a suit for refund, the threatened deprivation of such right opened the way for injunctive relief. By August 20, according to a statement of the Department of Justice, 1,214 such suits had been started and injunctions issued in 1,148 of them.

However, the Senate balked at the absolute bar of refund of taxes imposed prior to the passage of the amendatory act. As a result, there was enacted a provision putting the same limitation upon refunds of taxes imposed both prior and subsequent to the passage of the amendment.

Requirements to Obtain Refund

This limitation, contained in Section 21 (d), requires a processor, in order to obtain a refund of any amount of processing tax, to prove that he has not included such amount in the price charged the vendee or passed on any part of such amount to the vendee, and that he has not reduced the price paid for the commodity by any part thereof. Under the most favorable construction the processor may recover only the portion of taxes paid which he can prove has not been passed either back to the producer or on to the vendee.

Plaintiffs insist that they cannot prove the conditions required; that, hence, they are denied the customary legal remedy of a suit for refund and are, accordingly, entitled in equity to injunctive relief. The government makes no satisfactory answer to this contention, but it does argue that plaintiffs have passed back to producer or on to the consumer all, or the greater portion, of the taxes, both those already paid and those withheld under the injunction orders, and that to permit the plaintiffs to retain the latter taxes, or to recover the former, would unjustly enrich them.

The government argues that the limitation upon the right of refund is merely the application of the so-called doctrine of "Unjust Enrichment" to the instant situation; and that, because of this, but it does argue that plaintiffs have no right in the tax moneys, either those already paid or those withheld. This argument goes both to the right of the plaintiffs to maintain the injunction suits and the right of processors generally to obtain refunds of the tax. In my opinion, this question is of paramount importance and demands prompt reply.

What is meant by "Unjust Enrichment," and where has this doctrine been applied in the past?

Unjust enrichment is the receipt by one person from another of a benefit, the retention of which would be unjust. Unexplained, this statement has no definite limits whatsoever. Its content and meaning are made clear only by reference to past situations where the law has compelled the recipient of a benefit to return it to the persons conferring it.

"Unjust Enrichment" Explained

There are three situations where this doctrine has been applied. First, if one person pays money, under a mistake as to his legal right or duty to another, the law will compel the recipient to return the money. Thus, if a debtor, having discharged his obligation, pays it a second time under a mistaken belief that it is still due, the debtor may recover the second payment from the creditor.

If A pays money to B under the belief that they have entered into a contract which has never come into existence, because some requirement to the existence of a valid contract is absent, A may recover the money. This is the first type of case.

The second type is where one person pays to another money not legally due under constraint exercised by the latter. The typical example here is the payment of an illegal tax to a tax collector under a threat by the collector to seize and sell the property of the taxpayer. The taxpayer in such case may recover the illegal taxes.

Another example is where a public utility company, enjoying a monopoly, complete or partial, charges a larger fee or rate for its services than that permitted by law. The monopoly is considered as constituting a constraint upon the one making the payment.

From what has been said, the true nature of the doctrine of Unjust Enrichment should be obvious. The law does not condemn as unjust the retention of every benefit which the perfectly moral man might decry. If you do a service for me gratuitously, but with the hope of my doing a particular service for you in return, even if I know of such hope, I am under no legal obligation to perform or to compensate, although the moral obligation may be clear.

The Case of Cider Manufacturers

In such case, you have acted voluntarily with full knowledge that no binding legal obligation was imposed upon me. The Doctrine of Unjust Enrichment applies only where the benefactor has conferred the benefit in derogation of his legal right—as where he pays money under a mistake as to his legal right or duty under a contract or statute—or where the benefit is illegally exacted of him under the constraint of superior power.

A most pertinent example of the meaning and application of this doctrine and one bearing directly upon our present problem occurred a few years ago. Congress had levied a tax upon sales of soft drinks by manufacturers thereof. The commissioner of internal revenue construed this tax as being applicable to the sale of cider by manufacturers, and proceeded to collect the tax from them. Later, the courts held, and the commissioner conceded, that the tax did not apply to sales of cider.

It had been the practice of the va-

rious cider manufacturers, as is customary in the case of a sales tax, to add the tax as a separate item on the invoices to their customers. In other words, the invoices showed a certain price for the cider, plus certain amount for the tax. After refunds of the tax were made by the treasury department to the manufacturers, some of the vendees claimed they were entitled to the sums refunded.

Decision on Tax Refunds

One such vendee sued a manufacturer in the New York State Courts in the case of Wayne County Produce Company vs. Duffey-Mott Company. The New York Court of Appeals, in an opinion by justice Cardozo, then a member of that court, held that the vendee was entitled to recover from the manufacturer, saying:

"We think the plaintiff must prevail. This is not a case where the item of the tax is absorbed in a total or composite price to be paid at all events. In such case the buyer is without remedy, though the annulment of the tax may increase the profit to the seller. This is a case where the promise of the buyer is to pay a stated price, and to put the seller in funds for the payment of a tax besides."

This situation offers a perfect example of money paid under a mistake as to the plaintiff's obligation under a contract. Contract was for payment of a certain price for cider, plus an amount representing the tax thought to be due from the manufacturer to the government. The obligation to pay to the manufacturer the amount representing the tax was absolute, but it was based upon the assumption that the manufacturer owed the tax to the government, an assumption which later turned out to be erroneous.

Both parties acted under the mistaken belief that the tax was due the government. There was implicit in the obligation the suggestion that, except for the assumed tax liability, the amount representing the tax would not have been exacted of the customer. When, therefore, the assumption underlying the obligation was later found to be erroneous, it was only a fair conclusion that the obligation terminated, or if previously discharged, created a right to restitution.

It should be noted and emphasized that justice Cardozo, in the Wayne County Produce Company case, clearly distinguished the situation where a price plus a separate amount representing the tax is charged the vendee from the situation, where a flat or composite price including the tax as an unidentified item of cost is charged. In the latter case, he conceded that no recovery could be had by the vendee from the manufacturer of the tax illegally exacted by the Government from, and later refunded to, the manufacturer.

A certain provision in the Revenue

Act of 1928 and a decision of the Supreme Court construing that provision give much comfort to the Government in the pending cases. The provision related to a tax, then no longer in force, on the sale of automobile accessories by the manufacturers thereof, as to which there had been much difficulty of enforcement.

Tax Passed on Unrecoverable

The tax had been collected upon the sale of many products which the courts were holding were not automobile accessories and numerous refunds were being ordered. This tax had been handled generally by the manufacturers just as the soft drink tax had been handled by the cider manufacturers; the tax had been added as a separate item on the invoice.

Congress had just witnessed the experience with the refunds of the cider tax, and the squabble and litigation as to who was entitled to the money after it was refunded by the Government. So it was provided in the 1928 Revenue Act that manufacturers who had paid the automobile accessories' tax could not obtain refunds of the tax unless they proved that they had not "collected" the tax from their vendees, or met certain other conditions.

The meaning of this provision came before the Supreme Court in a series of cases heard and decided at the same time, and generally known under the title of *United States vs. Jefferson Electric Manufacturing Co.* The holding in those cases has, in my opinion, been generally misunderstood. In each of the cases it appeared definitely that the manufacturer, at least for part of the time, had charged a price for his products, plus an amount representing the tax. Moreover, it appeared that, in each case, the price charged, plus the tax, after the imposition of the tax, was the same as the price alone before the imposition of the tax.

Provisions of Act Not Clear

Thus, it would seem that these were cases where the manufacturers had absorbed the economic burden of the tax. Yet, the Supreme Court ignored the question of absorption and held that, insofar as the manufacturers had charged on their invoices a separate amount representing the tax, they had collected the tax from their vendees, and were not entitled to recover from the government. It seems perfectly plain that the court had in mind, and construed the statutory provision, as being merely an expression of the principle laid down by Justice Cordoza.

Let us now turn to Section 21 (d) of the Amended Agricultural Act. Its meaning is certainly far from clear. If it means that a processor is not entitled to a recovery of any amount of the processing tax from the government, unless he can prove that he has not made an express reduction in

the price paid for the commodity, or charged his vendees with the tax separately, then it does no more than the provision in the 1928 Revenue Act, as construed by the Supreme Court.

Under such construction, it would be merely the recognition and enforcement of the Doctrine of Unjust Enrichment, as heretofore known; but it would not effectively protect the treasury against refunds, because processors generally have not handled the processing tax as a separate item.

On the other hand, Section 21 (d) may, and probably does, refer to the economic burden. It may require the processor to prove that he has neither passed back to the producer nor on to the purchaser any portion of the burden of the tax.

What is meant by passing on or back the burden of the tax?

A tax is passed on only if the prices charged vendees are increased because of the tax—that is, if such prices are higher than they would have been except for the tax. Passing on the tax has no necessary relation to net profit or loss in operation.

Who Pays the Tax?

A manufacturer may maintain his prices at the same level after the tax is imposed that prevailed prior thereto and still make just as much net income because of reduction in other costs of operation. Or, inventory gains resulting from causes having no relation to the tax may produce a net profit larger than before the tax was imposed.

On the other hand, all the tax may be passed on, and yet increased costs or reduction in output may turn a profit into a loss. The essential idea con-

veyed by the term "passing on" is that the burden of the vendee has been increased because of the tax. Similarly, prices paid producers have been reduced by the tax, if the prices paid them were less by the amount of the tax than they would have been except for the tax. This analysis is sustained by the report of the President's cabinet committee, dated August 20, 1935, on conditions in the cotton textile industry.

So construed, Section 21 (d) is not an application of the Doctrine of Unjust Enrichment, nor an expression of any legal principle heretofore recognized. Neither the producer nor the purchaser has acted under any mistake. The one has sold and the other has bought at market prices. The processor has not contracted with either with reference to the tax or on the basis of an assumption that the processing tax was valid as did the cider and automobile accessories manufacturers with their customers.

Moreover, the processors bought their commodities and sold their products in free competitive markets. There was no minimum limitation upon prices which they could pay producers and no maximum limitation upon prices which they could charge their customers.

Act Requires the Impossible

Therefore, there can be no appeal to the principle that compels restitution where an illegal charge is made under constraint, as when a public service corporation, enjoying a monopoly, makes a charge in excess of that permitted by law.

The effect of Section 21 (d) is to regulate retroactively prices processors could pay producers and charge customers. It would deny them the recovery of money exacted from them as a tax under an illegal statute—money which belonged to them—on a theory new to the law, namely: that they paid too little for commodities and charged too much for products, because a market factor, the tax, actually existing at the time, existed by error of another, and has been subsequently eliminated, although at the time there was no restriction by law upon either the prices paid or those charged.

The vice, however, of Section 21 (d) is not that it establishes a new principle, but that it is an attempt to extend an old doctrine to a situation heretofore not within its scope. The genius of any system of law in a dynamic society is and must be its capacity to march with social and economic forces. If it were possible to measure the economic effect of a tax and ascertain its ultimate point of rest, there would be no essential injustice in requiring that restitution, where the exaction is unlawful, be made to the one who actually bore the burden of the tax.

Section 21 (d) offends because it requires the impossible. How can anyone prove by how much greater the



FRIEND OF THE TRADE.

Harry K. Lax, F. C. Rogers, Inc., Philadelphia, numbers as loyal friends every packer customer he ever had.

prices paid for a commodity would have been on a given day, or during a given week, or month, or year, except for the tax? How can anyone say by how much lower prices charged for products would have been except for the tax?

Many Factors Influence Prices

The task, in my opinion, would be impossible of performance in any industry—certainly it is in the pork packing industry. Prices in that industry are peculiarly sensitive to and reflect constantly supply and demand. By supply of hogs is meant not only the total number of hogs in the country, but the prospective number, the number in a particular market on a given day, and the general flow to market, which depends, in part, upon the reaction of producers to market prices and anticipated conditions.

On the other hand, demand is determined by many factors—the supply of pork products which processors have on hand; supply of hogs in the country, actual and prospective; trade requirements of processors; purchasing power of the public and consumer resistance that opposes high prices and causes a shift of consumption to other foods.

Prices for pork products are governed by similar supply and demand factors, but there is an additional factor. Such products are perishable and must sell. They must seek the market level. Hence, it follows that prices of hogs and pork products fluctuate from day to day and vary in different localities on the same day. And no one can say to what extent any one market factor is responsible for such fluctuations.

That the processing tax has influenced prices is not denied. But it is denied that any one can prove how much. The Supreme Court in two cases has condemned as impossible the determination of the effect of one among many factors in an economic process upon the final result of that process and has refused to make rights of parties depend upon any such illusory standard. Yet that is just what Section 21 (d) attempts to do.

No Adequate Remedy for Tax Refunds

It will not do for the proponents of that provision to say that the processors have passed on or back the burden of the tax. It was the processors' money that paid the taxes. Furthermore, the Agricultural Adjustment Administration in its literature concedes that pork processors have absorbed some of the tax—a conclusion sustained by the study of the AAA livestock program made by D. A. Fitzgerald for the Brookings Institution. Therefore, Section 21 (d), insofar as it requires the proof of conditions, impossible of proof, deprives the processors of property.

And so, if we are to judge by estab-

lished principles, the processors do not have an adequate remedy to recover taxes when once paid, and, so far as the question of equitable jurisdiction is concerned, the injunction suits should stand. However, as to both the injunction suits and refunds of taxes already paid, it is well to remember that the Supreme Court has not yet spoken on the issue of constitutionality.

As to refunds of taxes already paid, it would seem that, if the plaintiffs' position in the injunction suits is correct, no refunds under Section 21 (d) can be obtained, since the conditions therein prescribed cannot be proved and



THOMAS E. WILSON
(Wilson & Co.)

Chairman National Live Stock and Meat Board.

thus is raised a question as to the validity of that section.

As regards the general question of refunds, I have one comment to make: Justice Holmes once said, "A page of history is worth a volume of logic." So, bear in mind, when you hear talk of refunds, that the talk concerns nearly a billion dollars already collected and spent by the government.

CHAIRMAN CUDAHY: Our next speaker will be Thomas E. Wilson, chairman of the board of Wilson & Co., and chairman of the National Live Stock and Meat Board.

National Live Stock and Meat Board

By THOMAS E. WILSON.

Many of those present can remember the difficult times we once had in our relations with the consuming public and producers, and when packers

and the retailers were continually taking raps at each other. Then there was no central agency or clearing house for a proper discussion of important industry subjects. We held many meetings to improve conditions. I attended many meetings with producers and retailers over the country, but was able to accomplish very little toward bettering conditions.

Out of many of those meetings held prior to 1920 there were developed two dominating thoughts.

One was that we should create, in some form or other, an official body which could act as a clearing house for these problems presented by one section of the industry with reference to the other. Such organization should be created in 1920.

At that time invitations were sent out to some 1,600 organizations over the country, representative producers of all types of livestock, packers, marketing agencies, and retailers to attend an organization meeting. Out of that was born the National Live Stock and Meat Board, consisting of 20 representatives. Fourteen of these represent producers, two represent marketing agencies, two represent the packers, and two represent retailers.

Important Results Accomplished

We had reached very definitely two conclusions at that meeting. One was that what concerned one branch of the industry, concerned the others; that you could not throw rocks at one without hitting others; second, that a tax against meat was a tax against the producer as well as packer and retailer. With these premises we started on the organization of this great Board. I would say it is a great Board because it has, in my opinion, accomplished very great things.

We organized this Board with definite by-laws and definite principles and definite objectives, and have carried on ever since in a very effective manner, as you will appreciate when you listen to our next speaker—R. C. Pollock, general manager of the National Live Stock and Meat Board.

I am not going to discuss many things done by the National Livestock and Meat Board. Out of that first meeting, the definite conclusion was reached that meat needed a lusty champion. The Board was placed in the position to champion the cause of the livestock and meat industry.

We were fortunate in our selection of the man to act as the managing director of the Board. He has been with the organization almost since it started. He was the first managing director and has been extremely active and extremely capable, and has done a splendid job.

It is my pleasure to introduce R. C. Pollock, general manager, National Live Stock and Meat Board. Mr. Pollock.

Work of the Meat Board

By R. C. POLLOCK.

The other morning many of you picked up a Chicago paper and noticed a very interesting photograph. It was a scene in the Italian-Ethiopian war zone. Italian soldiers were unloading a truck-load of meat—meat to supply the army marching into Ethiopia.

You looked at that photograph and you thought of this saying: "An army fights on its stomach." You thought, perhaps, of the World War, when America rallied to the task of supplying meat for the armies over-seas.

That picture from the war zone illustrated the fact that meat furnishes the brain, brawn, vigor and energy necessary to win battles—to carry on.

This morning I am to talk to you about meat—what we have learned about its food value and its place in the diet. I am to tell you how the livestock and meat industry, through the organization I represent, is giving new facts about meat to the nation's 130 million food consumers.

The bigness of the livestock and meat industry is astounding. Livestock is produced on 6 million farms. Cattle, hogs and sheep utilize more than 400 million acres of pasture land and convert 70 per cent of our grain crops into beef, pork and lamb. The equivalent of more than a million cars of livestock move to market annually. In 1934, meat moved into consumption at the average rate of 18 tons per minute.

What About Meat?

We speak of meat as a universal food. We know it has a place on our tables three times a day. But what do we really know about its food value?

We should know every possible talking point for meat in this age of competition. Scores of competitive food interests are battling for the consumer's food dollar. On an average, we eat about 1,600 lbs. of food each year per person. Today, every food from soup to nuts is fighting for a place in the human stomach — sauerkraut and pickles, pineapples and peanuts, prunes and spaghetti, tomatoes and grape fruit, oatmeal and corn flakes. What a battle it is!

Read the food ads in the newspapers and magazines. Note the attention paid to such terms as "vitamins," "iron content," "protein value." These phrases indicate how the health angle is being stressed in modern advertising.

Is there any relation between meat and health? Did you ever stop to think that the nations ranking highest in life expectation are the great meat-eating nations?

The other day, in an insurance publication, an article caught my eye. It was entitled, "New Zealand Tops World for Longevity." The article stated that the average male child in New Zealand can expect to reach the age of 65

years and the female child nearly 68 years. In the United States, life expectancy is 5 to 6 years less. But here's the important point.

The average New Zealander consumes 240 to 280 lbs. of meat every year. In the United States consumption is 150 lbs. Italy, France, and India are countries with low life expectations and low meat consumption. Italy, for example, consumes only about 46 lbs. per year. These facts, it seems to me, indicate a relation between long life and a liberal use of meat.

A Research Program for Meat

When the National Live Stock and Meat Board was organized, meat surely needed a champion. Food fanatics and diet cranks were very busy. Meat was assailed as being the cause of high blood pressure, rheumatism, hardening of the arteries, kidney diseases and other ailments.

We felt it necessary to determine facts about meat as a food. Scientists had unearthed much useful information, but it was buried in the archives of literature. We decided to dig out these facts. At the same time, we found there was a big field for new research and began to explore that field. I want to tell you something about these research activities.

Our budget does not make it possible to maintain laboratories and laboratory equipment for doing research work. It is necessary to work with other agencies. At the University of Ro-

chester, New York, 5 years of research, sponsored by the Board, paved the way for an outstanding discovery—the value of liver in the prevention and treatment of anemia.

That discovery has meant the saving of thousands of lives from this dreaded disease. The man who carried out those studies was Dr. George Whipple. Because of this work, he was one of the three to share in the Nobel prize in medicine last year — an international honor. You all know what this new revelation has had to do with the demand for liver.

We felt that more should be known about the food value of lard. Under a grant of the Board, Drs. W. R. Brown and George O. Burr have been carrying out studies at the University of Minnesota. The results of their studies show that in many respects lard is superior to other fats in the diet. That means a good talking point for one of the industry's leading products.

Vitamins in Meat

What about vitamins in meat? One of the most important vitamins is G. An absence of this vitamin from the diet causes the disease pellagra. We knew that beef and liver were good sources of this vitamin, but little was known about pork and lamb in this regard.

Under a grant of our organization, a fact-finding study was begun at the University of Arkansas. Dr. Paul L. Day fed young growing rats a diet



DRAMATIZING THE MEAT STORY.

Convention audience gasped with wonder at the recital of activities in behalf of the livestock and meat industry as given by secretary-manager R. C. Pollock of the National Live Stock and Meat Board.

containing all necessary food elements except vitamin G. When growth ceased he gave the rats graded doses of meat and recorded the growth rates. That work has shown that fresh ham contains as much vitamin G as does lean beef.

We went to the University of Iowa to cooperate with Dr. H. A. Matill and Dr. Walter Seegers on a scientific comparison of pork liver and beef liver. Pork liver, fed in a balanced ration under similar conditions, gave fully as effective results in promoting growth as beef liver.

Children Gain on Meat

The necessity of securing up-to-the-minute facts on the place of meat in the diet of the child, led to a child-feeding study. We sponsored this study in cooperation with Northwestern University, Chicago. Fifty-five children were selected at random in a grammar school in one of the poorer sections of Chicago. A careful physical examination indicated 84 per cent of these children were anemic, a condition of malnutrition. Most of them were probably getting sufficient food but not the right kind of food.

The children were divided into two groups. All children were given a hot lunch daily. In the case of one group the lunch contained meat, in the other group no meat. The lunches were equal in calorie value.

Several months of study revealed interesting results. Children who had an extra helping of the dish with meat and the most meat at home, improved the most. Their anemia was reduced. Where the meat was insufficient the degree of anemia actually increased.

Meat in Reducing Diets

The Board wanted to establish facts about meat in weight-reduction diets. Insurance company statistics show that about 30 per cent of our population are overweight. The desire to reduce has given rise to many "fad" diets. Most of these diets have been low or lacking in meat. It was believed that one couldn't reduce on meat. In a large proportion of cases, people have started on the "fad" diets, then given them up because they are so low in nourishment.

We sponsored a study in weight-reduction diets at Rush Medical College, with Dr. Leo K. Campbell in charge. It was a very thorough study. Patients ranged in age from 14 to 67 years. They carried on various occupations. The study brought out a new weight-reduction diet in which one has the privilege of eating lean meat three times a day, with weight losses of 2½ to 3 lbs. per week and a general improvement in health.

Another idea regarding meat was that if you used much of it in the diet it would result in damage to the kidneys. We sponsored a study carried out at the University of Chicago. Dogs



POPULAR PACKER CUSTOMER.

Jesse M. Dietz, American Stores Co., Philadelphia, is always sought after at conventions, not only for orders but also for merchandising ideas.

were used in a feeding study because the diet of dogs rather closely approaches that of human beings.

The dogs were fed diets mainly of meat. These diets, in fact, contained more than 5 times as much protein per body weight as the average human diet. The dogs were fed for seven months under careful observation. The diet high in meat did not cause any kidney damage. Health of the dogs remained excellent.

I have told you briefly of research studies in meat which have shown its value to health. It was pioneer work in a field virtually unexplored. Evidence shows the value of meat in anemia, in the diet of the child, in weight-reduction diets. It shows meat is a good source of the elements which build health.

It's no wonder then, that meat is going into the war zone to feed advancing armies; that juicy steaks are on the training tables of football players and the menus of baseball stars. In the last Olympic games, an Argentine lad—Jose Carlos Zabala—broke the 10,000 meter record. Zabala's diet was heavy in meat. His country leads all others in meat consumption. The food value of meat is a talking point we men of the industry can emphasize on every occasion.

Cooperative Meat Investigations

This past August, at the call of the Board, men and women from 21 agricultural colleges, state universities and the U. S. Department of Agriculture met in Chicago. They came from every part of the country. For three days they talked about and discussed one subject—meat.

That conference brings up another fact-finding program under way and called "Cooperative Meat Investiga-

tions." In the pens, pastures, and laboratories of the institutions represented, studies are under way throughout the year. A wealth of valuable practical information about meat is being secured as a result.

These cooperators are determining the factors which influence yield, quality, and palatability of meat. In this connection, they study breeding, feeds, feeding methods, age, sex and other factors. Thousands of experimental roasts are prepared. Meat is tested for flavor, tenderness, amount of meat juices and other characteristics.

Through these cooperative meat investigations, standards of meat cookery have been revolutionized. It has been shown that basting of roasts is unnecessary; that roasts are more tender and have a better flavor if cooked uncovered without adding water. We know now that turning on the heat full blast in cooking meat, wastes both meat and fuel. Less shrinkage and a better product are secured with the use of moderate temperatures.

In digging out facts about the food value of meat, factors which influence meat quality, and new meat cookery information, are important. But knowledge of any kind is of little value unless we can put it to work. This information must be taken to the country's 130 million consumers if it means anything to the livestock and meat industry. That brings up the subject of the educational programs in behalf of meat.

Informing the Housewife About Meat

First, I want to tell you of how this information is reaching the housewife. You may not have fully realized the key position she holds. She is America's greatest food buyer and has a food budget of over 7 billion of dollars a year—20 millions a day.

In the past the housewife has been none too familiar with all phases of meat. I hope, however, that the average housewife is better informed than the landlady whose boarder had brought her some sausages. He told her to fry them like fish. As she served them she remarked that there wasn't much left to sausages when they were cleaned.

It has been said that more meat is spoiled in the home than anywhere else. I want you men to know that the word "tough" as applied to meat is not in the Board's vocabulary. We speak of meat as "tender" and "less tender." We tell the housewives that any pieces of meat can be made tender by proper cooking methods.

How is the new information about meat being brought to America's homemakers? One way is through publication of meat recipes. Each year the Board prepares and publishes a meat recipe book. Last year this book went into approximately one million homes.

Just a few days ago a timely publication, one containing articles on meat,

went out to our mailing list of 6,700 newspapers. The material on meat is used on their food pages. It is furnished at regular intervals. Metropolitan dailies throughout the country are making wide use of a service in which we furnish photographs of cooked meat dishes.

Radio Helps to Broadcast Facts

The rapid development of radio has helped in speeding up the meat program. The directors of homemakers' hour programs on radio stations are anxious to use talks on meat. These constant requests have resulted in the development of our radio service which is growing rapidly.

It is a nation-wide service. As an illustration of that fact I might say that it would be possible for Mrs. White in Boston, Mrs. Jones in Chicago, Mrs. Brown in Denver and Mrs. Green in San Francisco to try out a new meat dish on the same day—all having heard the recipe over the radio.

The Board wanted to reach a larger number of housewives with the meat story. So meat cooking schools were established. This year we will conduct these schools in 80 leading cities, with newspapers cooperating. Average attendance at these schools last year was about 8,000. This year it will be larger. Approximately 700,000 women will attend these schools this year.

Meat Cooking Schools

What are we telling these women about meat? In the first place we are actually cooking meat at each session, 47 meat dishes being prepared at every school. Our lecturers teach these women the cuts best prepared by broiling, braising, roasting and stewing. They give them lessons in meat buying and in the use of the less-demanded cuts. The homemakers learn the use of the meat thermometer, the value of lower temperatures in cooking meat, meat in the child's diet, in the reducing diet and the food value of meat.

The cooperating newspapers each publish a series of 30 practical articles about meat and much other special material before, during and after each school. These cooking schools are going across in a big way. Women are being turned away because of lack of seating space. The average attendance at the schools last year was 1,000 greater than the previous year.

Reaching the Retail Meat Dealer

Besides the housewife there is the retail meat dealer to consider in any educational program for meat. The retailer is the salesman of the livestock and meat industry. He contacts the nation's 130 million food consumers. So the Board has a program designed especially for the men of the trade.

Last year meat merchandising programs were conducted in 176 key cities in 34 different states. Besides local retailers who attended, dealers came in from 1,592 outside cities and towns to

witness the lecture-demonstrations. It was not unusual for dealers from 20 or more cities to be present at a meeting.

These men were introduced to modern styles in meat cuts and meat cutting. They were given practical and profitable ideas on meat cutting, cutting percentages, costs and selling prices, utilization of slow-moving cuts, window and counter displays, and other information designed to speed up meat sales.

This merchandising program, attended by 478,000 persons last year, was not, however, limited to retailers. It was adapted for other groups, such as cooking schools, women's clubs, teachers, students, service clubs, hotel and restaurant men, and others. Meat lecture-demonstrations are now featured on high school and college assembly programs and on the luncheon programs of Rotary, Kiwanis, Lions and similar clubs.

Another part of the meat merchandising effort is the program of meat exhibits. These exhibits were staged last year at 17 livestock expositions and fairs from New York to Oregon and were studied by more than 4 million persons.

Contacting Professional Groups

There are probably no groups of persons more interested in keeping in touch with all that is new about meat than doctors, dentists, dietitians and nurses. We find these professional folk actually

hungry for facts about the food value of meat. Next week at Cleveland, O., is the annual convention of the American Dietetic Association. One of the displays at that convention will be an exhibit of the Board featuring meat in the diet. On display will be our six Food Value Charts.

These charts are a unique and valuable contribution to meat literature. They present, in graphic and illustrated form, the food values of meat and a score or more of other foods in terms of protein, iron, phosphorus, calories, vitamins, and calcium. They show, for example, that meat heads the list of foods in protein, iron, phosphorus and calories, and is an excellent source of some of the important vitamins.

We have used these charts in exhibits at the annual conventions of such organizations as the American Medical Association, the Chicago Dental Society and other professional groups. I happened to drop in at a dental convention in Chicago where these charts were on display. Nine hundred dentists from all parts of the country, after studying these charts, requested quantities of them for their own use.

I talked with many of these dentists. Some expected to frame the charts for their reception rooms. Others wanted to make use of them among their patients. Some wished to use them in addresses at dental meetings. "We need this kind of information about meat," they said. "It will help in pre-



TALKING IT OVER IN THREES.

1. W. H. Turner, C. A. Rolles, E. J. Louis, Heekin Can Co.
2. L. E. Griffin of Boston and Arthur Dacey of Hormel listen to Phil Tovrea of Phoenix, Ariz., tell about beef shrouding.

scribing the right kinds of diets for our patients."

These Food Value Charts are in wide demand. A publishing company asked permission to use them in a new grade school text book. An advertising agency requested permission to use them in a new recipe calendar with national circulation. A dentist in Mexico will reproduce them in his new book on the care of the teeth. Teachers everywhere are using them effectively in stressing the nutritive value of meat.

Reaching the Rising Generation

When the Board began its work, a survey was made which showed that home economics teachers in the high schools were devoting little attention to meat. They were unfamiliar with essential facts about this important food product. We published a textbook on meat which is now in regular use in 5,500 high schools. Each month, 15,000 teachers in every corner of the country receive the Board's publication, "Food and Nutrition News." This publication, containing up-to-the-minute facts as to meat in the diet, helps greatly in classroom work.

Each year from 12,000 to 15,000 high school home economics students enter our national meat story contest. They study and write about meat from every angle. These students are the future homemakers. The lessons they learn about meat will be put to very good use in thousands of homes.

Meat judging and meat identification contests are teaching young America valuable facts about meat. Today, student judging teams from 6 leading colleges and universities are taking part in the intercollegiate meat judging contest at the American Royal Live Stock Show at Kansas City. Vocational agriculture students from more than 20 states will also participate in the meat identification contest at the Royal. An intercollegiate meat judging contest and a 4-H club meat identification contest will be featured next month at the International Live Stock Exposition.

"Meat for Health" advertising campaigns are helping to get across a strong story for meat. We have been sponsoring these campaigns in eight leading cities in the past two years. They have been supported by approximately 6,000 retail meat dealers.

Cooperation with Other Agencies

The budget of the National Live Stock and Meat Board has always been small in comparison with the size of the industry it serves. But the dominant position of the livestock and meat industry, and the character of the work in behalf of meat, have been responsible for enlisting the support of individuals and organizations outside the industry itself.

Cooperation of colleges and universities is proving invaluable in many ways. It has made possible, for example, the retailer short courses held each year in several of these institu-

tions. Retail meat dealers are taking a deep interest in this type of work in which they are given instruction which will help them to merchandise meat more effectively.

Until a few days ago, there had been no publications on lard published by our colleges and universities. Such literature was essential if the true facts about lard were to reach the nation's housewives. The Board pointed this out to certain institutions in the Corn Belt and three of them have since published lard bulletins containing lard recipes and other information about this important product of the industry.

Contacts with animal husbandry departments are proving helpful in the meat program. Just recently, for example, we received a call from Fargo, N. D., for a meat lecture-demonstration in that city. This we were unable to fill. We therefore got in touch with Prof. W. J. Loeffel, University of Nebraska, who put on a demonstration before an audience of several thousand people. In response to a call from the Eastern States Exposition, Springfield, Mass., we arranged for Prof. V. A. Rice, Massachusetts State College, to put on a meat exhibit there as a feature of that event.

Meat Facts in Demand

Contacts with railroads and radio stations a few months ago, helped greatly in the sausage campaign. Thirty-one railroads responded to the suggestion and featured sausage on their dining car menus. Radio stations over a wide area used talks featuring this product. Sausage went "on the air" and with good results.

During the past few years, emergency relief and welfare agencies have come to the Board for assistance in suggesting economy menus which would include meat. Leaflets which list economy meat cuts, ways of preparing them, and stressing meat's food value were published to answer these requests. To date these organizations have furnished 3½ million copies of these leaflets to families on relief.

The Board is constantly being called upon by publishers and authors for meat photographs and information about meat for use in textbooks, recipe books and other literature. Such material has been used in 25 different volumes.

Cooperation with refrigerator companies made possible a meat movie and other visual educational material which has had widespread use.

Public Reached in Many Ways

The number and diversity of agencies who have been working with the Board is evidence of the great interest in the program of the livestock and meat industry. These agencies include public utilities companies, national magazines, farm equipment companies, boards of education, hospitals, medical universities, chambers of commerce, housewives'

leagues, visiting nurse associations, libraries, advertising agencies, national radio chains, state departments of agriculture, state and national editorial associations, child health organizations, etc.

The program of the Board is reaching the public daily in many ways. Last week, for example, schools of meat cookery were held at Des Moines, Ia., Racine, Wis., and Indianapolis, Ind. These were attended by 15,000 homemakers. In these same cities, meat lecture-demonstrations were staged before retail meat dealers, housewives, high schools and other groups.

This week an educational meat exhibit is attracting visitors at the American-Royal Live Stock Show at Kansas City, Mo., and meat lectures and demonstrations are being given at agricultural chautauqua at the Royal. Meat merchandising programs are being held this week at Portsmouth, Zanesville, and Cincinnati, O.

This week, in California, the Board is sponsoring meat programs at San Luis Obispo, Santa Barbara, Bakersfield, and Fresno. Also this week, we will begin setting up the meat exhibit for the Ak-Sar-Ben Live Stock Show at Omaha, Neb. Fifteen thousand housewives will be reached with the story of meat this week at cooking schools in Portsmouth and Cincinnati, O.

In the time allotted to me I have tried to give you a birdseye view of the program for meat—a program of research, education and advertising. The wide interest shown in this program by the nation's 130 million food consumers is indeed gratifying.

Primitive Man Was Right

Before the dawn of civilization, primitive man was using meat in his diet. He ate meat because he liked it, but more than that he believed that its use was associated with keeping his health up to par. Science has proved that he was right.

Originating in the earliest ages to satisfy the demands of man for food, the livestock and meat industry has kept pace with the advancement of civilization. Its progress has marked the development of agriculture and industry through the ages. Always livestock production has been associated with leadership.

The step taken by the industry a few years ago when livestock producers, marketing agencies, packers and retailers joined hands in behalf of meat, was just another forward step in keeping with the progressive spirit of the industry's leaders. Any progress which has been made is a tribute to the deep interest taken by the millions of persons engaged in the industry, in solving mutual problems.

CHAIRMAN CUDAHY: This completes the program for the morning session. The meeting stands adjourned until 2 p.m.

Fourth Session

Tuesday, October 22, 1935.

MEETING convened at two-thirty-five o'clock with Chester G. Newcomb, presiding.

CHAIRMAN NEWCOMB: We are about to open the final session of the 1935 convention. We are privileged to listen first to R. H. Cabell, president of Armour and Company, who will discuss "The Packing Industry As I View It."

The Packing Industry as I View It

By R. H. CABELL.

I am pleased to be asked to appear before this group. I do not know why my impressions should be of any more interest than your own except, possibly, for the same reason that a Chicago newspaper man asks foreign visitors what they think of our city. Perhaps the program committee regards me as an outsider because of my years abroad, but I do not feel like an outsider, for I was intimately connected with the American meat packing business all the time.

From a distance of several thousand miles, it is natural that some things stand out prominently. Chief among these is the fact that the American meat packing industry has been operated with remarkable efficiency considering the unusual conditions which have confronted it. You gentlemen have developed a splendid distributive system and your accomplishments in the field of plant operations and by-product developments constitute a series of achievements which are a credit throughout the world. Everywhere I have been, the American meat packer is regarded as a capable progressive business man.

The Institute of American Meat Packers is one of the progressive steps made by the packing industry for the benefit of all. The Institute's opportunity for doing constructive work is unlimited. It is functioning in a manner helpful to packers, to communities in which they operate and to producers and consumers everywhere.

The Meat Industry in Europe

The National Livestock and Meat Board likewise stands out prominently. It is doing an important work, perhaps even more for the livestock interests than for the packers. Its work is largely of an educational nature, and while it is difficult to put a finger on actual returns as far as the packer is concerned, I regard the National Livestock and Meat Board as an asset we should support.

The European meat business has nothing in the way of trade organizations that compares with our Institute or with our Livestock and Meat Board. Probably that is due to the fact that

meat packing in Europe is done on a very limited scale and in a very small way. Except in Russia and Poland, where governments have engaged in meat packing on a fairly large scale—but without any great degree of success—the business is largely in the hands of municipalities.

Most of the livestock is slaughtered in publicly-owned abattoirs and sold in large public markets under authority of a local market committee, which is a part of the municipal organization. It is as though in Chicago all meat were distributed through a city market handled by city officials responsible to the city council. Of course there are meat trade organizations in Europe aiming after a fashion at the same objectives as the Institute and the Meat Board, but their organizations are not the factors in the business that these organizations are.

Viewed from a distance, there are two things about our business which to me seem particularly unfortunate. One is the apparent lack of knowledge on the part of the public of the problems which grow out of the perishability of our product. The other is an equally apparent lack of understanding on the part of the public as to how prices are determined.

Consumer Lacks Industry Facts

Recently I attended the state fair in one of our neighboring commonwealths. The lieutenant governor of the state was kind enough to show me over the stock pens. He is keenly interested in agriculture and especially in the livestock end of it. In the course of our conversation he observed:

"I do not think packers are sufficiently flexible in their merchandising. They are just like my shirt maker. He showed me a shirt sometime ago that

he knew I would like, but I didn't buy it because the price seemed too high. About a fortnight later he showed it to me again, and I bought it, but he slowed up the trade by not making the price right in the first place. You packers slow up the meat trade in the same way."

Here was a high official of an important state who didn't appreciate the difference between selling non-perishable goods and perishable goods, and who had little conception of the real flexibility of the meat trade. It seems to me that our industry hasn't made much progress in awakening the public to the fact that we are not handling nails. Our product cannot be put aside for a fortnight until the prospective buyer resigns himself to the price.

We have to sell while our product is in the bloom. Deterioration comes on very rapidly, and if we tried the shirt maker's program, instead of getting our price at the end of two weeks, we would probably have a big loss of product on our hands. It is a shock to me to find how poorly informed the public is in this respect.

Meat Prices Reflect Conditions

The same thing is true regarding making prices. It seems to me that the public believes prices reflect the whims of meat packers. As a result, consumers clamor for, and even engage in boycotts, to force lower meat prices. At the same time, producers demand higher prices for livestock.

Producers and consumers do not quarrel with each other about prices. On the contrary, they seem very sympathetic to each other's viewpoints. The packer in between them gets the blame. You and I know that in price fixing packers are straws in the wind. We reflect conditions of supply and demand, but we do not make these conditions.

Consumers, in the aggregate, fix prices. Whatever price they will pay for the entire available supply of meat is the price at which the meat is sold. Short supply or strong demand send prices up; large supply or weak demand force prices down. It seems to me that, as an industry, we must make greater efforts than we ever made in the past to inform the public regarding the problems of handling perishable products and the manner in which prices are determined.

The meat business in Europe does not have as many problems to contend with as do we. This is due to many things, among them being less prejudice, a simpler distributive problem, and difference in climate.

The Smithfield market in London—a most interesting place and one in which I was able to learn much—simply couldn't exist in this country. Smithfield shops operate without refrigeration. The climate in England permits this.

To men accustomed to the specialized



CHESTER G. NEWCOMB
(Lake Erie Provision Co.)
Vice Chairman of the Board.

refrigeration which we require in this country, this British method of handling meat may seem crude and primitive. But it works well and the British public enjoys a dependable supply of meat which, I regret to say, averages higher in quality and lower in price than does the meat supply in this country.

Better Meat Animals Needed

Probably the most important observation I can make is the need to improve our meat supply. We produce some of the finest meat animals in the world, but the average is not as good as it should be. There is too much inferior meat on the market here, and the consequence is that neither consumption nor production is keeping pace with the possibilities.

Unless we supply the consuming public with a better quality of meat we will find the public turning to substitutes. This is a dangerous situation, both for livestock producers and packers. For that reason it seems packing interests should do everything in their power to encourage the development of a better grade of beef cattle, a better grade of hogs, and better lambs and calves.

It does not cost any more to feed a well bred animal than a scrub, if in fact as much. I believe that a very large number of our livestock authorities are keenly aware of this and are working in this direction. On the other hand, shipments by the small livestock producer who supplies, in the aggregate, a very large proportion of the total, prove too often he is not sufficiently concerned over quality.

Packers should do everything in their power to encourage improvement of the herds and flocks. We have three outstanding examples of what can be done in this direction. For example, the Argentine exports in large quantities a better grade of beef than the average of what we sell in this country. The Argentine cattlemen have drawn their breeding stock from America and other countries which have perfected good cattle and they have bred a wonderful meat animal.

Danger in Soy Bean Feeding

The world hears often about the roast beef of old England, but I think it is fair to say that more of it comes from the Argentine than is produced in the United Kingdom. Owing to the demand for Argentine beef, the British government has had to establish a quota on shipments so as to keep open a market for British and Colonial meat.

Another outstanding example of the possibility of improving our meat supply is furnished by Denmark. As a nation we are heavy consumers of pork. We raise a tremendous number of hogs, but we have not yet developed a large supply of bacon hogs that will compare favorably with the Danish bacon hog. What the Danes have done we can

do. It is merely a case of breeding and feeding.

One of the dangers to improving our bacon pig which has developed in recent years is the growing practice of feeding soy beans. The poster issued by the University of Illinois gives an illustrated showing of soft meat produced by soy beans and of the firm meat produced by ordinary feeding. Soy beans are a splendid feed, after the oil is removed, if used in a proper combination with other standard feeds.

The present situation offers an opportunity, in my opinion, for packers to caution producers and to point out the danger of raising hogs without proper regard for the meat they produce. I have no doubt that if any state in the Union were to adopt a standard bacon



GET OUT AND LOOK IN.

That's why R. H. Cabell, Armour's new president, was able to give the packers some very good advice and suggestions. He has a broad viewpoint, based on years of residence abroad.

pig and produce that kind of pig in sufficient quantities, that it would develop a huge demand at prices substantially above those paid for the average hog of today. And I believe this would be well worth while, not only to the community raising the hogs but to the packers who distribute the product.

American Packer Efficient

New Zealand offers a third example of the possibility of improving our meat supply. New Zealand lambs are popular with consumers, and where they are available the per capita consumption of lamb is much greater than in this country.

None of these countries which I have mentioned as producing meat of higher quality than we produce, have any advantages we do not possess, nor are their livestock men, in my opinion, any

more capable, efficient or intelligent than are American livestock producers. It is just that they have worked more with an eye to pleasing the consumer—and their business has benefited.

The American packer has shown marked capacity for handling his business successfully in spite of existing and largely unwarranted prejudices and in spite of unsympathetic governmental control. This control has gradually increased, over a period of years, until it has reached its climax, I hope, in the imposition of a processing tax of huge proportion. Though in theory this tax is imposed on all processors so as to avoid unfair competition, it is nevertheless a fact that some distributors have not paid it. Others who have been compelled to pay it have found that it seriously interferes with their opportunity to operate successfully. Other taxes, too, are being piled up on packers and businesses in general, and I think it is time for a showdown on the subject of taxes and their effect on price levels of the things the public buys.

The lawmakers have succeeded in forcing businesses of every description to serve in the role of tax collectors—but without that fact being apparent to the people from whom in large part the taxes are being collected. The net result is that business draws undeserved criticism.

Taxes Penalizing Business

Everyone knows that our federal government is spending sums of money so vast as to be beyond the comprehension of ordinary mortals. There is room for a difference of opinion as to the wisdom of many of the expenditures. I do not feel that it is my place to say that the money shouldn't be spent, but I wish I could record, in a voice that could be heard throughout the nation, the fact that the individuals who make up the nation are paying the bill.

That they are not aware of it is due to the manner in which it is collected. Except for the income tax, which is levied on only about 2½ million of our 130 million people, the federal government's taxes are collected indirectly. They are levied largely on business in one way or another.

Business hasn't any hidden treasury out of which it can obtain money to pay taxes. It has only one way to get the money—to include the taxes in the cost of operating.

The federal tax levied against corporations and all the many other taxes that are levied against business have to be collected eventually from the individual citizen. There isn't any other way to get the money. We can't get it off a printing press, and we can't get it out of a hat. Many people who approve of heavy governmental expenditures do so because they think the money comes from the rich or the big corporations or from some source which doesn't touch them. The fact is the taxes are definitely a cost of doing business.

Consumers Must Pay Tax Bills

I have had our accountants estimate what the unemployment compensation tax will cost Armour and Company. It will be close to \$600,000 in 1936 and about \$1,800,000 in 1940 and each year thereafter. The tax to provide old age pensions is almost an identical figure. Consequently in 1940 we will have to collect in excess of \$3,500,000 over and above what we are now collecting in order to meet these two taxes. As I have already pointed out, this money will have to come from consumers, producers and stockholders and it means that margin between price of meat and price of livestock will have to be widened to just that extent.

I am not opposing many of these policies and objectives. As a matter of fact, I am in accord with the ideals many of them seek. It is all important, however, that people realize that they, and only they, can provide the money necessary to carry out these ideas, and that as the cost of government increases so will the margins between meat and livestock and between finished articles of all kinds and the raw materials from which they are made.

If, with our eyes wide open to the cost and the manner in which the money is to be collected, we decide as a nation to adopt these policies, that is our privilege. What I seek to avert is a belief that the money for these things can come from any source other than from the individual citizens in every walk of life.

It is not my intention to criticize the government, and it is my belief that packers generally do not object to reasonable taxes and government regulations which are for the benefit or protection of the consuming public. But there is abundant reason to hope that the government will, at an early date, cease experimenting with the control of production and give us a freer field in which to operate.

CHAIRMAN NEWCOMB: We will now hear from G. F. Swift, chairman of the board of Swift & Company and chairman of the Committee on Public Relations of the Institute of American Meat Packers.

G. F. Swift: I am sorry what I am going to say to you is not going to be longer, but I am leaving to somebody else to present the subject much better than I can. I do wish to say, however, that a good many of you are familiar with our policies on public relations. This is the consistent, everlasting follow up of misstatements as well as the consistent issuing of constructive statements.

Our statements are readily received by the press and press associations. We believe we have an excellent standing with them because our statements are accurate and of news value. Continually keeping at it, we believe, has educated editors and their staff to a considerable extent in the fundamentals of our business.

I think it must be conceded, we have



PUBLIC RELATIONS INCLUDE MEAT EDUCATION.

A. D. White (this was his 30th packers' convention) told the assemblage what the public relations department of the Institute had done during the past year, including the sausage campaign. A talking film was his stooge—and a good one.

been successful with our publicity. If you will think back 10 or 15 years, you surely will realize that the number of attacks on the packing business have become less. We believe this has been particularly true under the trying conditions of the last couple of years. Statements and information we have put out have created a better feeling.

While there is plenty ahead for us to do, I think the policy is to keep everlastingly and consistently at it. We expect to continue it aggressively.

The discussion on "Public Relations of the Packing Industry" was continued by A. D. White, in charge of public relations for Swift & Company.



G. F. SWIFT
(Swift & Company)
Public Relations Chairman.

Public Relations of the Packing Industry

By A. D. WHITE.

IT WAS felt that the situation in the early part of 1934 was such as to warrant a radio program to bring to the attention of consumers certain facts about the packing industry. A program known as "The Romance of Meat" was sponsored by the Institute and broadcast over numerous stations of the National Broadcasting Company.

I wish that I might review for you every one of the 13 programs which made up "The Romance of Meat." I recall several of them distinctly. For example, the role of meat at Valley Forge was portrayed, and an officer of the Institute gave information about the industry. I wish you could hear it right now. It would be like this:

(Then was reproduced from the Chicago studios of the National Broadcasting Co. a broadcast of the first episode of the "Romance of Meat" program, with Frank A. Hunter giving the brief address with which the series closed.)

The greatest public relations problem which the packing industry has is to get people to believe the truth.

As every packer knows, this industry makes a profit that is so small in relation to the business done that it does not affect prices.

Packers' Profits Small

Last year, for example, the industry as a whole processed about 19 billion pounds of meat. Its profits averaged only a little more than 1½¢ per dollar of sales. This year, judging from the views of financial commentators, profits

earned by the industry probably will not exceed those of 1934.

All available evidence points to the fact that the packing industry operates efficiently, but it is by nature somewhat complex. For this reason it is necessary for the industry to keep information about its business everlastingly before the public.

When a consumer pays a certain amount for a choice steak in a high-class hotel or restaurant and then reads about the farmer getting 10c lb. for his cattle, he all too frequently comes to the conclusion that somebody has been robbing him. Such a conclusion is very harmful to the meat industry.

The facts are, of course, that not all of the farmer's steer is meat. Only a little more than half of it is. And only a very small percentage of that amount is steak.

Conditions Affecting Meat Prices

The same facts are true in general of pork, veal, and lamb. And while the consumer may complain at having to pay a certain price for a pound of sirloin, the farmer, hearing of the price at which sirloin retails, feels dissatisfied because he does not get the same number of cents a pound for his cattle.

Yet, the packing industry is paying out for livestock over 75c out of every dollar received for meat.

All of the expenses which represent the difference between what the packing industry receives for meat and what it pays out for livestock are necessary and unavoidable. Wages must always be paid to workmen, supplies bought, and repairs made, even though they add to the spread between farm and table.

The fact that consumers generally do not understand that not all of the meat animal is meat and that only a small part of the meat consists of the most popular cuts is, in my opinion, one of the chief reasons for misunderstanding.

Another is the fact that the American appetite for meat is so large that the amount of meat sold annually runs into staggering figures.

Packers' Profits No Effect on Prices

If the packing industry had earned last year aggregate profits of 40 million dollars—as a matter of fact, it earned substantially less than that—these undoubtedly would seem exorbitant in the mind of the average consumer. Yet, figured in relation to the sales volume of 2½ billion dollars, such a profit would be less than 2c per dollar of sales, or only a fraction of a cent per pound of meat—too small to affect the price of meat to the consumer.

Surely nobody who is willing to accept facts can begrudge the industry for the service it renders, a profit so small as actually not to be noticeable when the consumer makes her purchase in the retail store. Such a rate of return would yield an annual profit of only about \$500 on an annual business of \$25,000.

Another reason for public misunderstanding springs from the fact that to the housewife meat is by far the most important food. It is the dish around which she builds her meals and, consequently, gives it far more serious consideration than any other. When another food advances in price, she readily can arrange to do without it, but when meat advances in price, she finds it very difficult to provide satisfactory substitutes and is more concerned than when other foods are involved.

Public Needs Educating

It is to the interest of the entire packing industry, as well as to the entire livestock and meat industry, that facts regarding the industry and its operations be made clear to the consuming public. Good public relations, as a matter of fact, are of the greatest importance to the entire industry.

If meat consumption declines, whether as a result of dissatisfaction over prices or due to other factors, everybody in the packing industry is affected either directly or indirectly. Every packer, no matter how large or small, is directly affected if he sells in a neighborhood in which meat consumption or the consumer's esteem for meat has declined for any reason. If he does not sell in such a neighborhood, he is indirectly affected because of the larger volume which has to be marketed in the areas in which he does do business.

In a word, when Representative Whozis says packers are robbers, it matters not whether he means one particular group of packers or another group. It hurts every packer in the industry. And when Maggie Murphy feels her retailer or some packer is robbing her she doesn't stop buying just one packer's meat.

Institute Activities Helpful

It also is true that laws aimed at the



PACKER CARTOONIST.

Howard McCall, J. H. Allison & Co., Chattanooga, Tenn., likes to sketch his friends at packers' conventions. This time we caught him at it.

packing industry are seldom aimed at a few companies only. The Meat Inspection Act and the Packers & Stockyards Act, for example, apply to the maximum number of packers possible—those who engage in interstate commerce. The proposed amendments to the Agricultural Adjustment Act, of which we heard so much earlier this year, were designed to affect all packers.

Before I tell you in detail about the special activities under the public relations fund, I want to point out that the Department of Public Relations and Trade of the Institute has continued with its regular schedule of work. This work includes the preparation of booklets and other publications; calls on members in connection with their public relations problems; preparation of addresses for use by men in the industry; the issuance of various reports on conditions within the industry; the foreign trade of the packing industry; the retail relations of the packing industry, the direction of the National Organization of Sausage Manufacturers, and many other activities of a varied nature.

An example of the work which the Department has done on its regular funds in the past year is the cooperation it extended in the "Get Acquainted with Sausage and Ready-to-Serve Meats Campaign," a national movement to direct the attention of consumers to the merits of sausage and ready-to-serve meats.

Producers Given Facts

Early in the spring of 1934 it seemed desirable for the packing industry to tell consumers and producers about current conditions in the industry and the reasons for them. Consequently, for 13 weeks producers of livestock and others had an opportunity to hear information such as that which now will be given us by Mr. Chester G. Newcomb, vice chairman of the Board of the Institute, and Chris J. Abbott of Alliance, Neb., an official of the American National Live Stock Association, both of whom were the actual participants in the program as it was given.

(Mr. Newcomb and Mr. Abbott participate in the program at this point.)

What you have just heard was a repetition, in somewhat shortened form, of one of 13 broadcasts over 14 stations of the National Broadcasting Co.

We should bear in mind at all times that the newspapers are, without question, the most important molders of public opinion in this country. The reports which newspapers carry on the conduct of an industry are, in the main, the factors which determine the regard which the public has for that industry.

Newspapers Mold Public Opinion

When a press association telegraphs to hundreds of newspapers a statement about some constructive thing an industry has done, the esteem with which millions of people hold that industry may be increased. On the other hand,

when the industry in its conduct justifies an unfavorable news report, good will worth good cash is lost!

A billboard on Broadway or on Michigan Boulevard looks big in relation to a little 4- or 5-in. story in a newspaper, but the power and influence which that little clipping can wield among the millions who see it can be overwhelming.

An industry must depend on its character, its service, and its efficiency if it is to expect to maintain and hold a favorable position in public opinion. If an industry attempts to conduct its work without character, with indifferent service, and in an inefficient manner, it may well dispense with any efforts to handle its public relations in a constructive manner because, for every favorable report which may apply to the industry, there will be hundreds of unfavorable stories to destroy the position which that industry strives to hold.

Fifteen Million People Learn the Truth

The Public Relations Department of the Institute can not make news—nor can it persuade any newspaper, any press association, or any magazine to carry a report on the packing industry which is not news. It can, however—and it does—sift out from the many facts and figures about our industry the points which are news and present them to the press or assist the press in obtaining them.

In the latter part of September the president of the Institute—Wm. Whitfield Woods—appeared at a hearing in Washington on the matter of continuing the corn-hog program for the next two years. The presentation made by Mr. Woods was extensive and complete; a statement containing the news from that presentation was issued to the press.

The number of people who read the newspapers which printed a report of Mr. Wood's testimony probably comes close to 15 million.

The Institute cooperated with regional chairmen in preparing a special article for every state in which the meat packing industry is one of the leading industries and sending it to newspapers in those states. Newspapers throughout the United States found this information of interest.

Is the safety record which the packing industry makes of interest to the public?

Safety a Live Subject

Scores of thousands of people work for the meat packing industry in the United States. Most of them have families; all of them have friends and relatives. The aggregate number of people closely interested in the industry runs into millions. The Institute distributes an article telling of the award of safety pennants to various packing companies for their participation in a national drive for a reduction of accidents in the meat industry.

Mention in news stories of the fact that the meat industry is constantly striving for greater safety for its workmen, helps not only the packer whose name is mentioned, but the whole industry.

A few months ago a congressman attacked the packing industry. He delivered himself of wholly inaccurate facts about operations of the industry, taking advantage of a situation in his local community which gave an added import to his baseless charges. Again the public relations department of the Institute moved into action and issued a story promptly.

Why of Meat Prices Told

During the early part of last summer, there was a period of declining prices in the beef markets. For months, consumers had heard nothing but reports about beef prices going up; here was an opportunity to point out to them that beef was a little lower in price than it had been. Frank A. Benson, chairman of the Institute's Committee on Marketing Methods (Beef), issued a statement on this subject which received wide publication.

A representative of the packing industry is asked to speak at nearly every important meeting of livestock producers or meat retailers. Howard C. Greer of the Institute staff delivered an address at the annual meeting of the Kansas Live Stock Association in Wichita last spring. His subject was the spread between the price of livestock and price of meat—a subject which is of first importance with producers and consumers. His discussion showed people the "why" of meat prices. Consumers throughout the whole country are interested in meat prices and the news of Mr. Greer's statement was issued to the newspapers and published widely.

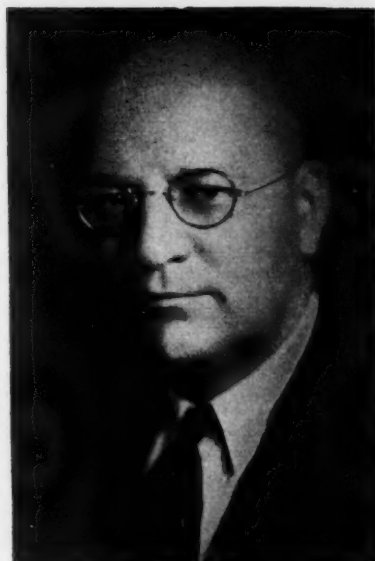
A news story dealing with the export trade in meat products is of considerable interest to newspaper readers. A report on our export trade was given by R. S. Sinclair, a member of the Institute's Committee on Foreign Relations and Trade. Numerous news stories were based on the report.

Wrong Statements Corrected

Early in 1935 some reports on meat prices conveyed the impression that prices at that time were at record levels. The Institute cooperated with regional chairmen in sending to newspapers a statement showing that present meat prices were substantially lower than those of five years ago.

A hog which yields soft pork is worth less than one which produces firm pork. In an effort to lessen production of soft pork the Institute sent out a news story warning farmers that soy beans in their natural state were not a good feed for hogs. Hundreds of thousands of hog raisers had an opportunity to see and benefit by the publication of this information.

People in the packing industry know the value of meat as a food. In some



OSCAR G. MAYER
(Oscar Mayer & Co.)
Director of the Institute.

ways, it is one of those great truths which nobody will deny, but sometimes the industry is remiss in telling consumers about the good points of meat in the diet. Food is an important subject in the lives of everyone. Accurate information about food often comes in the field of news.

Food Facts Broadcast

"The Use of Meat," a publication prepared and issued by the Institute's Department of Public Relations and Trade to the editors of food pages of newspapers, tells of the food value of meat.

From time to time the Department of Public Relations and Trade compiles a few interesting stories about the industry and its history, and submits them to newspapers. Listen to some of these headlines—"Meat Industry Aids Traffic Cops." "Orchids to Columbus, He Wanted Meat and We Were Discovered." "Git Along, Little Dogie, Git Along—A Pound a Second, Our 1934 Meat Menu." Newspapers liked the information, and passed it along to their readers.

Misunderstandings Widespread

The misunderstanding about the meat packing industry passes comprehension at times—it is almost impossible to believe that a man can be as wholly incorrect in a statement as some men are in the things which they say about our business. For example, in the House of Representatives of the Congress of the United States last summer, a congressman charged packers with instigating the meat "strike" in Detroit. The Institute was asked to comment. It did, and on the follow-

ing morning, millions of newspaper readers were set right about the part which the packing industry didn't have in the Detroit meat strike!

It has often been remarked that if producers understood the problems of the packer, and the packer understood the problems of the producer, the lot of each group would be easier. To promote better understanding of some of the packing industry's problems, the Institute issues a monthly publication, called "This Business We're In."

In each issue of this publication, some problem of the packing industry is discussed, or some information about the industry is given. The publication is read by nearly 75,000 producers, who receive it from the packers who buy their livestock. This is one very effective means of acquainting livestock farmers with the nature and difficulty of operations in the packing industry.

Willing to Correct Errors

Occasionally a news story or an editorial article appears in a newspaper which contains inaccurate or misleading information about the meat packing industry. When this happens, the Department sends an answer to the article to the editor of the newspaper. If the newspaper has been in the wrong, the Institute's answer usually appears promptly in the news columns.

An editor wrote an article about bacon prices. He wondered why some prices had gone up. The Institute's answer gave him the facts, which he presented to his readers.

A farmer, undoubtedly basing his letter on misleading information which he had received, wrote a letter to another newspaper pointing out that the meat packing industry took advantage of the farmer. The Institute answered the published letter. The newspaper reprinted the Institute's letter, thus correcting an erroneous point of view which might have persisted in the minds of readers.

In a paper of large circulation in New York a letter appeared charging that the meat packers controlled prices. The Institute promptly supplied the facts to substantiate a denial of these charges, and at the same time to point out some of the services which the industry gives.

The newspaper concerned, like every other newspaper, was anxious to give its readers the correct information. The Institute's letter promptly was brought to the attention of its readers.

Misleading Advertising Frequent

Sometimes in advertisements certain statements are made which reflect on the product which the packing industry handles. In nearly every case, the statements are made without intent of injury and when the possible injurious effect is pointed out to the advertiser, he is willing and anxious to remedy the situation. Here is a case in point.

One of the finest business firms in the country—a firm whose business conduct obviously is above reproach and whose advertising reaches millions of consumers, made certain statements in the advertising of one of its products that reflected on meat. When this was called to the attention of the manufacturer, he cooperated at once in removing the objectionable feature. The response of this advertiser is typical.

A manufacturer of a leading food product featured in his advertising a comparison of increases in the cost of certain foods over a period of time. The increase in meat prices was given prominent mention. The Institute wrote to this manufacturer, and stated that the advertising was harmful to our industry.

With characteristic attitude, the advertiser changed his advertising to avoid the reference which reflected on other foods.

Still another advertiser made a comparison of the food value of his product with the food value of meat. The comparison was misleading because it did not include all of the various elements which go to make up a complete food. The fact was called to the advertiser's attention. The advertiser courteously changed his copy in response to a letter from the Institute.

Again, may I point out that this is typical of the answers which the Institute gets when it comments on advertisements reflecting on meat. It is very rarely that an advertiser does not offer his complete and prompt cooperation.

The work of the Institute in this field supplements that carried on by the National Live Stock and Meat Board, the report of which was given this morning.

Recipe Books Widely Distributed

Of course, one of the most important phases of public relations in the packing industry is in keeping housewives advised about our products as well as about our industry. The Department has prepared much material of that sort, and has distributed substantial quantities of recipe material on meats.

Two new recipe books have been issued by the Institute recently. One of them is of especial interest, because it shows housewives how to utilize the lowest cost meat cuts in attractive dishes. The other is a departure from the usual meat recipe book, for it contains recipes for the preparation of the unusual meat dishes—liver, kidneys, hearts, tripe, and other cuts with which housewives are not as familiar as they should be.

Reference Book Popular

I believe that a booklet entitled "The Reference Book on the Meat Packing Industry" represents one of the most valuable pieces of work which the Department could do for the benefit of the industry. It is a compilation of literally hundreds of facts about our industry. Copies have been distributed here.

From the booklet you can find out almost anything that you want to know about the packing industry. Copies of the books have been distributed widely. The response has been amazing. Requests for additional copies came from all sources. Members wrote to us telling us how valuable they had found the book. Instructors in schools and colleges asked for copies for the members of their classes. Libraries asked for additional copies for their reference files. Newspaper writers asked that we send them several so that their writers might have at hand a ready reference book of facts on the largest industry in the United States.

Thus through radio, newspapers, magazines, booklets, and by word of mouth the Institute has furthered the relations of the packing industry among the people of this country.

There can be no doubt that the special public relations fund has been of great benefit to the meat packing industry. Helpful, accurate information about the industry has been brought to the attention of scores of millions of people. It is impossible to conceive that the effects of this material could not improve the regard which millions of consumers have for our industry and its products.

1935 a Difficult Year

The peculiar problems of the year 1935 have made it one of the most difficult years in history for the meat packing industry. Because of a shortage in supplies, prices have risen to levels which have been news. Particularly bitter attacks have been made against the packing industry by certain politicians. Other conditions which have existed might easily have turned public opinion against our industry.

I think it is in great part due to the public relations efforts of the Institute that in 1935, except by certain radical groups and a few politicians, the packing industry has not been blamed for high meat prices, that the outcries of agitators and politicians against the meat industry have not been heeded by the general public, that the industry has not been the victim of certain unfair legislation which threatened, and that the industry holds a high position in public esteem.

I know that I express the sentiment of Mr. Swift when I pay tribute to the ability, untiring diligence, and loyalty of the Institute staff who have to do with public relations work.

They are alert, resourceful, and untiring in their vigilance not only to protect the good name of the industry when under attack but taking the initiative to obtain for it the good will which it so justly deserves.

CHAIRMAN NEWCOMB: We come now to the high spot in the meeting—the annual address of Wm. Whitfield Woods, president of the Institute of American Meat Packers.

(Address of Mr. Woods appears on pages 174 to 178 of this Convention Number.)

CHAIRMAN NEWCOMB: We next have the report of the Resolutions Committee by R. S. Sinclair, chairman.

Resolutions Adopted

R. S. SINCLAIR: Report of Resolutions Committee is short. The first is as follows:

Soy Beans and Soft Pork

Whereas, an unprecedented increase in the production of soy beans in the principal commercial hog producing areas has occurred during the past two years, and

Whereas, feeding whole soy beans to hogs tends to produce soft pork, and

Whereas, soft pork is discriminated against by consumers, and

Whereas, when oil is extracted from soy beans, residue can be used in a properly balanced ration for hogs without producing soft pork, and

Whereas, new uses are being found for increased utilization of soya bean oil in paints and other products, and

Whereas, the Institute of American Meat Packers, at its last convention suggested by resolution that the agricultural colleges give particular attention to the effect of soy beans in livestock feeding; therefore, be it

Resolved, that the Institute of American Meat Packers in Convention assembled at the Drake Hotel in Chicago, October 22, 1935, acknowledge the very effective work which the agricultural colleges have done on study and dissemination of information concerning this important question, and continue to urge the various agricultural colleges, the U. S. Department of Agriculture, packers, hog producers, and livestock organizations to emphasize the importance of not feeding soy beans to hogs unless oil has been extracted; also to encourage various agricultural research agencies to utilize every means for developing new uses for soya bean oil for both edible and inedible purposes in order to provide farmers a broader outlet for soya bean oil without jeopardizing the quality of pork.

B. A. E. Officials Thanked

Whereas, accurate and dependable appraisal of the factors affecting the prospective supply of livestock is of vital importance to the livestock and meat industry; be it

Resolved that thanks be extended to the Chief of the Bureau of Agricultural Economics and to C. E. Burmeister and his associates in the Bureau for Mr. Burmeister's splendid presentation of the Bureau's views on outlook for livestock supplies for the coming year.

Convention Speakers Commended

Whereas, the various papers presented at the convention this year contained much useful information and presentation of facts and opinions helpful to the members in determining their individual policy, be it

Resolved, that all the speakers who appeared on the convention programs this year be thanked for their contributions, and that all the membership carefully study each paper presented.

Appreciation to Institute Staff

Whereas, the Institute staff, the various committees and many individuals associated with member companies throughout the country have continued actively and effectively in dealing with many unusual and particularly difficult problems for the industry, be it

Resolved, that the industry's appreciation and thanks be extended to the chairman of the board, the president, and to all of the staff, and also to the chairmen and members of the various Institute committees and other individuals who rendered valuable and unselfish service during the past year.

Jay E. Decker Made Honorary Member

FRANK A. HUNTER: I should like to offer a resolution: Whereas, The constitution of the Institute provides that any person who has been of exceptional service to the Institute or the meat packing industry may be elected an honorary member, and

Whereas, Jay E. Decker has contributed exceptional service to the meat packing industry continuously since he and his father, on July 4, 1899, arrived in Mason City, Ia., and jointly founded the firm of Jacob E. Decker & Sons, and

Whereas, Mr. Decker and his firm being charter members of the American Meat Packers Association and later of the Institute of American Meat Packers, and



HONORED FOR SERVICE.

Jay E. Decker elected an honorary member of the Institute—one of the few awarded that title.

Whereas, Mr. Decker as director and a member of various important committees has served this industry and this Institute outstandingly well, always responding willingly and capably to every call made upon him in behalf of the Institute and the industry; therefore, be it

Resolved, that this Institute in convention assembled, in recognition of the respect and esteem and appreciation held by its members toward Mr. Decker, shall and hereby does elect Jay E. Decker an honorary member of the Institute of American Meat Packers.

All these resolutions were adopted.

CHAIRMAN NEWCOMB: We now have the Nominating Committee's report. Mr. Rath, who was chairman of the committee, was called away, and Edward Wilson is reporting for him.

Election of Officers

EDWARD WILSON: The report of the Nominating Committee follows:

Chairman of the Board—Frank A. Hunter, Hunter Packing Co., East St. Louis, Ill.

President—William Whitfield Woods.

Vice Chairmen—E. A. Cudahy, jr., Jay C. Hormel, Chester G. Newcomb, W. F. Schluderberg, and George A. Schmidt.

Treasurer—H. Harold Meyer, Meyer Packing Co., Cincinnati, O.

Directors (Term expiring in 1938)—R. H. Cabell, Frank Kohrs, D. R. Howland, W. E. Felin, T. Henry Foster, G. W. Birrell, and Robert Swanson.

Directors (Term expiring in 1937)—P. E. Tovrea, F. A. Danielson, and R. S. Sinclair.

Executive Committee of the Board—R. H. Cabell, E. A. Cudahy, jr., Frank A. Hunter, R. S. Sinclair, Oscar G. Mayer, John W. Rath, George A. Schmidt, G. F. Swift, Thomas E. Wilson, and W. W. Woods.

Institute Plan Commission—Thomas E. Wilson.

Motion to adopt report of Nominating Committee was carried unanimously.

There being no further business, the convention adjourned *sine die*.

OPERATING VETERAN MISSED

The absence of Prosper Twiss, late general superintendent of Swift & Company, whose death occurred since the time of the last meeting, was noted by S. C. Frazee at the operating section meeting.

"It would be most appropriate to say how much we miss among us the smiling countenance of Prosper Twiss," said Mr. Frazee. "He was a good counselor in many of our meetings, a regular fellow among men, who played his cards face up and on the square, loved and respected by thousands of workers who knew and worked with him, and will be missed by them."

At the Banquet

MAINTEINING the record of the 30th annual convention for the largest attendance in many years, the 30th annual dinner packed the famous banquet hall of the Palmer House and overflowed into the balconies. It was a happy and distinguished gathering, and its character must have impressed the speakers and those at the guest table with the importance of America's first industry.

Impresario Homer Davison provided the best-balanced program in many years. Two speakers who had something to say were flanked by a great orchestra in one balcony and the famous Mendelssohn Glee Club of Chicago in the other, which alternated with instrumental and vocal numbers during the dinner. Between the addresses the delightful Japanese prima donna, Hizi Koyke, sang the "Butterfly" aria and a group of Japanese songs which she explained in an ingeniously humorous manner which brought her as much applause as her singing.

With the world-famous Juan Muller, maitre of the Palmer House, in charge of the food there was no chance for criticism. As usual, good beef was the main item, and Juan's well-drilled waiters got a big hand when they put on a special series of maneuvers as they brought in the illuminated dessert. The menu:

LOBSTER A LA NEPTUNE
CELERY MIXED OLIVES ALMONDS
♦
CLEAR GREEN TURTLE
CHEESE STICKS
♦
CLUB BEEF STEAK.
INSTITUTE GRADE "O" STEER
FRESH MUSHROOMS
NEW RISOLEE POTATOES
NEW PEAS A LA PROVENCALE
♦
TROPICAL SALADE
WAFERS
♦
BOMBE AMERICAN
PETIT FOURS MIGNARDISES
♦
DEMI TASSE

TOASTMASTER HUNTER: From many points of view the convention which we are bringing to a close with this dinner has been of great importance to the industry. We have had the largest attendance that we ever had at a convention. This indicates the keen interest of the membership in many special problems which we have before us today.

We have no problems that cannot be solved within the industry itself. We have a comparatively short supply of meats, a relatively small supply in prospect, and our job is to merchandise this supply of product at a price that will be fair to the public and at the same time net this industry a small profit.

Professors have a great deal to say these days outside of university walls. We thought that you would like to see one in person. We have provided for you tonight a professor and he will be our next speaker. He served from 1923 to 1926 as director of the Institute of Meat Packing at the University of Chicago and is now Dean of the School of Business.

It would seem, therefore, that the professor that we have tonight is of the benign and not the malignant variety. I present Dean William Homer Spencer of The University of Chicago.

DEAN W. H. SPENCER: I need not remind you of the long and pleasant relations which we of the University of Chicago have had with your great industry through the Institute of Meat Packing. And in this connection I wish to pay my respects to your distinguished president, Mr. Woods. Mr. Woods is a gentleman, a scholar, and a man of program talent.

I have never doubted his wisdom in this respect until he invited me to appear on this program this evening. The depression in the packing industry must be much worse than I had supposed that it is.

I can assure you that I have had a long, varied and rich experience with the lowly pedagogue, if I may be permitted to use the term with a strong emotional overtone. I have sat under many professors. I have sat with many

professors, and occasionally I have sat on professors.

At times, I have been depressed at the apparent hopelessness of improving our civilization by the process of education. I have seen generation after generation of students come with open minds, hungry for learning, many of whom have departed with closed minds. On other occasions I have been inspired as I have witnessed the human mind unfold itself and with avidity seize upon new facts.

Heroic Students

At times I have been thrilled at the sheer heroism of students as they slaked their thirst for knowledge, and when I say this, I am not thinking of athletes. I am, on the contrary, thinking of those students typified by a student of my own generation, now a distinguished physician, students who literally starved their way through the university.

We poor professors are investigated, hunted, and harried. We are being made scapegoats. There was a time, of course, when the professor was a queer, long-haired, absent-minded person. Times have changed. He has now become an object of scorn and ridicule. A metropolitan newspaper has created a new character, the academic simpleton to symbolize the profession. In the minds of some, he is growing horns and assuming the features and attitudes of satanic majesty.

Get Unwelcome Publicity

The professor, whether for better or for worse, is receiving a degree of publicity which the craft as a whole certainly does not relish, and I am of the opinion that at the present time some of the most intelligent opposition for better or worse to the so-called new deal is coming out of academic halls. The professors are at bay.

Now I quite realize, of course, that professors have to a very considerable extent brought this upon themselves. Professors are, as reputed, at least some of them are, given to cryptic, highbrowish, obscure language.

But after all is said and done, the



THIRTIETH ANNUAL PACKERS' BANQUET DRAWS A RECORD ATTENDANCE.

Center of the long speakers' table (left to right): R. H. Cabell, president, Armour and Company; Rufus C. Dawes, president, Museum of Science and Industry; Thomas E. Wilson, chairman, Wilson & Co.; Donald D. Davis, president, General Mills, Inc.; Frank A. Hunter, president, Hunter Packing Co.; Wm. Whitfield Woods, president of the Institute; Wm. H. Spencer, dean, School of Business, University of Chicago.

professor has his loves and hates much the same as you do. He has his appetites much the same as you do. Professors of my acquaintance eat meat, at least when they can get it. Professors also have their weaknesses.

Professors Are Visionary

The professor has also been charged with visionary thinking, with intellectual day dreaming, and to a considerable extent that is, of course, true. The very nature of his calling to a greater or less extent detaches him from the affairs of the factory and the mart.

The academician not concerned with practical considerations of social adjustments is inclined to extend his social theories without any reference as to how they are going to be fitted into our common life.

It is at that point that the man of the practical mind must come in, because after all is said and done, all of these theories, if they are to be worked, must be fitted into present existing social patterns of thought, into present existing social structures, and actually made to work.

Practical Man Annoyed

The practical man, however, is inclined to be enraged at this detached, "heaven is my home, I am merely here on a visit," attitude of the professor. He thinks it is not accompanied by a sufficiently strong sense of responsibility.

Does the professor have a role to perform in modern economic society? In my opinion, he may very well perform the function of standing on the ramparts and warning of approaching dangers and advise as to the proper solution for those dangers.

Experts Should Be on Tap

The late William George Russel, the Irish writer, has in my opinion summed that point of view up very well when he said, "The expert should be on tap but not on top."

In other words, it does seem to me that the professor can well be thought of as someone standing apart from the firing line, somewhat more detached from those who are engaged in the daily activities, and sense some of the dangers that may be approaching before the business men themselves who are on the firing line, are aware of those approaching dangers, and because of that detached point of view, his advice may be very helpful in the solution of the problems as they arise.

But, the moment that the professor leaves the shady groves of academia and becomes a participant in the field of his specialized knowledge, he then loses his amateur standing and becomes a professional. The moment he does this, he has lost that detachment, that disinterestedness, and that impartiality which does fit him for the assisting of the practical mind in the sensing of the dangers as they ap-



THE PROF. SPEAKS OUT.

William Homer Spencer, dean of the School of Business, University of Chicago, tells the banqueters about "The Professor at Bay."

proach and the formulation of those solutions.

Caution in Criticism

The academician, however, in the performance of this function which I may call that of detached criticism, must remember that it is a function which should be employed cautiously. He should not make criticism an idle pastime. He should not become so in love with his techniques that he loses sight of his true function.

On the other hand, the practical man of affairs, it seems to me, should be tolerant of the academic mind because

of that detachment which it has. The practical man of affairs should also remember that to a very considerable extent, it was not so long ago that they were severely criticizing academic men because they were not taking an active part in the affairs of life.

To a very considerable extent business was responsible for the exodus of professors who left our universities at the close of the World war and became active participants in the affairs of the world. It was a small bank, indeed, before the depression, which could not boast of at least one ex-professor as an economic advisor. If I am not mistaken, your distinguished President, Mr. Woods, at one time held an academic position.

Business Wants Professors

Business is still calling for professors. Within the month Marshall Field & Company has annexed one of our professors there as the chairman of its board. So, it would seem that business is not out of sympathy with all professors, but they should be reminded that to a very considerable extent the sins of a few are being visited upon the many.

A Companion in Distress

TOASTMASTER HUNTER: Next and final speaker on our program comes from an industry which has many problems similar to our own. He is head of the largest milling and wheat processing company in the United States. He received national prominence during the World War, when he was a member of the milling division of the United States Food Administration.

Shortly after the war he became associated with the Washburn Crosby Co. and served it until General Mills, Inc., was formed. For several years he was a vice president of that organization, and then was elected to the presidency. I am pleased to introduce to you Donald D. Davis, president of General Mills, Inc., who has chosen for his subject, "What Is a Sale?"

Government Regulation and Taxes

"Processing taxes, regulation and regimentation of farm production have disorganized sources of supply and placed the products of your industry and ours at a distinct competitive disadvantage," said Mr. Davis.

"In the milling business," he said, "we never have been opposed to sound measures for ameliorating and improving conditions of the farmer. Our quarrel is not with the objectives of present plans, but with unsound fundamental theory and present questionable restrictive practices, many of them really injurious to the farmer.

"How far we can hope to make progress before the situation gets dangerously out of hand is a question which has received and must continue to receive the attention of the best minds in the industries involved. Meanwhile,



WHAT IS A SALE?

Packers all need to know the answer to that. Donald D. Davis, president, General Mills, Inc., told them about it at the banquet.

the increasing burden of taxation and the necessity of collecting these huge sums of money from the consumer, and at the same time preserving employment and even moderate earnings above normal expenses and taxes, presents a sales problem of increasing magnitude and difficulty in the present situation.

"Consider for the moment the position of the baking industry. The imposition of processing taxes on important ingredients of bread has increased costs to a point where it is a wonder to me that price of bread has not been raised before now. We as industrialists know, and the honest government officials know, that these thinly disguised sales taxes must be passed on the consumer in order that the processor and the distributor may continue in existence.

"When fear of bankruptcy and discharging employees becomes greater than fear of political persecution, then we can look toward effective presentation of the real facts to the American housewife, and not continue to permit deceptive half-truths of political demagogues to be the only side of the story to be heard.

Public Lacks Business Facts

"Bakers probably must increase the price of bread and in so doing they should tell the public why they have done so. In my opinion, the story of their honest endeavor to maintain satisfactory employment conditions and carry the burden of all kinds of increased taxation will be understood and accepted by the public at large.

"Business and industrial leaders understand this situation and its implications. The public does not. Thanks to sound advertising of our products, people know what we make. But we are forced to admit that the public does not know or understand much about who we are, what we are or why we do what we do.

"We know how to make, and do make, good, honest, high quality products which the public appreciates. But not even the best of products and the brainiest selling methods based on facts, rather than opinions, suffice in periods like this, when a mounting load of taxation burdens our goods with higher prices while real wages remain stationary or actually decline.

False Charge of Profiteering

"The ominous charge of profiteering would not be made if people understood the facts of our position. The dormant, inherited resentment against so-called 'big business' could not easily be aroused if people understood the facts about big business; if they knew as we know that business has grown big because of the public demand for better service, better distribution, and the results of research for new and improved products.

"How can this lack of understanding

AT THE SPEAKERS' TABLE.

Seated at the speakers' table were:

LOUIS KAHN, director, Institute of American Meat Packers.

H. C. PETERSEN, secretary, National Association of Retail Grocers.

HARRY P. BEAM, representative in Congress.

PAUL I. ALDRICH, editor, THE NATIONAL PROVISIONER.

WILLIAM C. CUMMINGS, president, Drovers National Bank.

T. P. BRESLIN, director, Institute of American Meat Packers.

GEORGE E. SCOTT, president, American Steel Foundries.

CHARLES E. HERRICK, director, Institute of American Meat Packers.

ELMER BROCK, executive committee, American National Live Stock Association.

SAMUEL SLOTKIN, director, Institute of American Meat Packers.

JAMES O. MCKINSEY, chairman, Marshall Field & Company.

W. F. SCHLUDERBERG, vice chairman, Institute of American Meat Packers.

P. H. JOYCE, president, Chicago Great Western R. R.

LAURANCE ARMOUR, president, American National Bank & Trust Co.

HOMER GUCK, publisher, Chicago Herald-Examiner.

OSCAR G. MAYER, director, Institute of American Meat Packers.

S. T. BLEDSOE, president, Atchison, Topeka and Santa Fe R. R.

R. S. SINCLAIR, director, Institute of American Meat Packers.

WALTER J. CUMMINGS, chairman of the board, Continental Illinois National Bank & Trust Co.

R. H. CABELL, director, Institute of American Meat Packers.

RUFUS C. DAWES, president, Museum of Science and Industry.

THOMAS E. WILSON, chairman, Institute Plan Commission.

DONALD D. DAVIS, president, General Mills, Inc.

FRANK A. HUNTER, chairman of the board, Institute of American Meat Packers.

WM. WHITFIELD WOODS, president, Institute of American Meat Packers.

W. H. SPENCER, dean, School of Business, University of Chicago.

CHARLES H. SWIFT, chairman of the board, Swift & Company.

SOLOMON A. SMITH, president, Northern Trust Co.

E. A. CUDAHY, JR., vice chairman, Institute of American Meat Packers.

SEWELL AVERY, president, Montgomery Ward & Co.

G. F. SWIFT, director, Institute of American Meat Packers.

MERRILL C. MEIGS, publisher, Chicago American.

JOHN W. RATH, director, Institute of American Meat Packers.

JAMES E. GORMAN, trustee, Chicago, Rock Island & Pacific R. R.

CHESTER G. NEWCOMB, vice chairman, Institute of American Meat Packers.

PHILIP R. CLARK, president, City National Bank & Trust Co.

EDWARD F. WILSON, president, Wilson & Company.

CHRIS ABBOTT, executive committee, American National Live Stock Association.

H. HAROLD MEYER, treasurer, Institute of American Meat Packers.

GEORGE W. YOUNG, president, Chicago Association of Commerce.

JAY E. DECKER, director, Institute of American Meat Packers.

RUSH C. BUTLER, Butler, Pope, Ballard & Elting.

L. A. DOWNS, president, Illinois Central System.

W. E. FELIN, director, Institute of American Meat Packers.

DAVID H. REIMERS, president, Live Stock National Bank.

P. E. TOVREA, director, Institute of American Meat Packers.

ANDREW JOHNSTON, secretary, North Dakota Stockgrowers Assn.

be corrected? That is one of the largest and most immediate problems facing the chief executives of all large corporations, particularly in our own food industry.

A Need for Better Public Relations

"Every one of us, I presume, has experimented to some extent in the baffling field of public relations. Every one of us has spent a little money from time to time in what we glibly called institutional advertising. But, as the study of our experiences proves today, we have not yet succeeded in conveying to this nation of customers the basis for public understanding of modern business. It is my conviction that we must now learn how to make this fundamental, institutional sale and then proceed to make it. We must put against this problem our best trained minds and must exert our most sincere efforts.

"Few of us hold our executive position through any 'rights' accruing to ourselves. Instead we are merely the 'stewards' in charge of assets of our stockholders and lives and happiness of our employees. To substantiate and deservingly continue this stewardship the public must be convinced, as we are, that honest advertising, honest products, honest services have, greater than any other forces, contributed to our present standards of living and opportunities.

Industry at the Cross Roads

"Successful advertisers earned sales because they went out and got the facts. They could no longer afford to take a chance. They had to know. Other conditions being equal, a scientific, factual use of proven selling methods should, almost without exception, result in the development of improved sales volume.

"Unfortunately, other conditions are not equal and are subject to change, almost without notice, by ill-considered and momentarily popular legislation and bureaucratic control.

"It is my opinion that industry today is at the crossroads. All of us in this room have witnessed the legalized demoralization of our railroads, the weaknesses and errors of which, in the instances of a few, permitted the unscrupulous political demagogues to curry public favor and votes through vicious public attacks which were made upon all.

"The same stage for the ruination of industry is now being set on a scale far greater than appreciated by many. We must admit there has been, and probably will continue to be, dishonesty in business, but I am sufficiently optimistic to feel that the rank and file of our people still have a well grounded faith in business and in business leadership.

"The political demagogue, in the interests of self-perpetuation, seeks to destroy those who truly serve."

PRACTICAL PROBLEMS...

● Talked Over at Section Meetings With a Record Attendance

SUBJECTS of interest to specialized groups attending the convention were covered in the Section Meetings, held on Friday and Saturday, October 18 and 19. These meetings are designed to cover every major branch of the industry, from buying of livestock to advertising and selling of the finished product.

Time and attention devoted to sausage constituted a large convention in itself. Much of Saturday, October 19, was given to this subject, under the auspices of the National Organization of Sausage Manufacturers.

Attendance at all meetings was large, more than 1,000 being registered in the first two days. Interest was keen. Programs of each of the meetings had been planned with so much care that those having broad interests found it difficult to choose.

EDITOR'S NOTE.—Papers read at section meetings will be printed in full and made available to members of the Institute.

Operating Section

TO FEW operations in the meat packing plant has greater thought and study been given than to hog chilling.

It was with a great deal of interest, therefore, that the exceptionally large attendance at the opening section meeting on Friday morning listened to a description of and the results being secured in a new-type hog chill room

in the plant of the H. H. Meyer Packing Co., Cincinnati, O. The speaker was Starr Parker, one of the company's engineers, who illustrated his talk with blue prints of the room and curves showing operating results.

CHILLING HOG CARCASSES

This room is refrigerated by forced air circulation with four fan and coil units installed in the former brine spray loft, which forms the pressure chamber. Air is discharged into the room through openings in the ceiling, spaced 30 in. each way, and returned to fans through a central duct.

Hams are chilled to an inside temperature of 34 to 35 degs. Fahr. in less than 16 hours, with considerably less shrink than in the former brine spray chill room, and with notable economies of operation, chief of which are a saving in chilling time and space, and uniform temperatures. These result in better curing and lower costs for refrigeration.

Other savings and advantages—less tangible but none the less certain—include elimination of labor and expense of operating and maintaining brine-making equipment, reduction of streaked carcasses through elimination of ceiling condensation drip, superior trim on carcasses incidental to firm and thorough chilling, less depreciation on rail, hangers, trolleys, etc., by keeping them dry in active, direct air circulation, better appearance of meats, better refrigerating machine efficiency, etc.

EDITOR'S NOTE.—This new hog chill room is such a definite advance in the art of hog chilling, and such a noteworthy example of what can be accomplished by applying air-conditioning principles to hog carcass chilling operations, that it deserves the careful study of every packer.

Design and construction of this room, its method of operation and detailed results being secured in it form the subject of two articles to appear in early issues of THE NATIONAL PROVISIONER.

REFRIGERATOR CAR DESIGN

"Design and Operation of Railway Refrigerator Cars" was discussed at the operating section meeting by Le Roy Kramer of the General American Transportation Corp.

The first attempt to ship meat considerable distances under refrigeration, the speaker said, was made in 1881 by a Chicago packer, who crudely insulated an ordinary box car for the purpose and fitted it with an ice container. From this crude beginning the modern, highly-efficient refrigerator car has developed. Today over 1,000,000 cars of refrigerated meat are moved yearly.



GUIDED OPERATING TALKS.

Successful meeting of the Operating Section presided over by H. J. Koenig of Armour and Company.

Recent efforts to improve railway refrigerator cars have been along lines of reducing refrigerating costs and better maintaining the quality of meats shipped. Improvements and developments necessarily have been slow, but they have been important, and it is rare that any damage sustained in shipment can be traced to the car or to its refrigeration method. The modern refrigerator car is not only larger and stronger, so as to better meet the requirements of increased train speeds, but has better doors and hatches, and is more efficiently insulated to permit longer and safer hauls at lower costs for ice.

Methods of Car Refrigeration

Types of cars to meet the individual packer's preferences are always available, the speaker pointed out, including both bunker and brine tank types. Regardless of which of these two types of cars is used, it was said, satisfactory results can be obtained.

Of considerable importance, in transporting a car of meat at the lowest cost is complete refrigeration of products before they go into the car, and proper precooling of the car. Careful attention to these details will not only save ice, but will aid in getting meats to their destinations in best possible condition.

Water ice, in the speaker's opinion, still remains the best refrigerating medium for general-purpose meat shipments. For shipping frozen products, and over long distances, the mechanically-refrigerated car has some definite



OUT IN THE PLANT.

Starr Parker, engineer, H. H. Meyer Packing Co., tells operating men about their new method of hog chilling.

advantages. Use of solid carbon dioxide (dry ice) has been limited because of comparatively high price and general unavailability. Dry ice will become very much more of a factor in meat shipments, it was predicted, with a reduction in cost.

A factor tending to increase refrigerating costs is the use of too coarse ice in bunkers, the speaker said. Thorough crushing and salting must be done if desired low temperatures are to be obtained. In this connection the use of automatic resalting devices is advocated. These are simple and positive in operation and avoid the need of opening hatches to add salt.

DRESSING AND CLOTHING BEEF

Right down the packers' alley—because it told how to get more money for beef, and described improved carcass clothing (shrouding) methods—was the address on "Modern Methods of Final Dressing and Hot Clothing Beef Carcasses," by P. E. Tovrea, Tovrea Packing Co., Phoenix, Ariz. A motion picture film, made in the Tovrea plant, showed each step in the clothing operation.

Handling carcasses in this manner, Mr. Tovrea said, increases their value about $\frac{1}{2}$ ¢ lb.

DRY RENDERING METHODS

An address of much practical value and containing much data for the packer was made by T. Ellis, Swift & Company. This was "Selection and Operation of Dry Rendering Equipment."

The three different types of rendering systems now in general use were carefully analyzed and costs of rendering in these systems under various conditions were given. All of these systems will produce high quality products, particular conditions existing in each case determining, in large measure, the one most suitable.

Expeller and hydraulic presses were also carefully compared, for various conditions, the conclusion being that there is a place for both of these machines, with class and volume of cracklings largely determining the choice.

Inasmuch as the object of rendering is to produce high-quality products, and as cooking largely determines quality, this operation should be given very careful consideration, Mr. Ellis said. The end point in particular needs to be watched. Tests and experience must both be drawn upon to determine procedure and control in each plant.

A comparison of costs in wet and dry rendering systems favored the latter.

OPERATING PROGRESS

S. C. Frazee, Wilson & Co., characterized by chairman H. J. Koenig of Armour and Company as the dean of packinghouse operating men, was the last speaker at the operating section. His subject was "A Review of Progress in Operating Methods."



SUMMING UP NEW THINGS.

Seward Frazee, Wilson & Co., dean of operating executives, tells of progress in methods.

Outstanding processing and merchandising developments referred to by Mr. Frazee as having had important effects on costs and consumer acceptance of products were

Fresh methods for cleaning casings;

Improved types of hog scrapers now coming into general use;

Wrappers and packages which catch the consumer's eye and give sales and appetite appeal to meats packaged in them;

Almost universal use of stockinettes and cloth bags for use in smoking and merchandising meats;



—Sam Messers—

COSTLY BUT WORTH IT.

Charles H. Dodge, Globe Company, explains the fabrication of stainless steel.

Giving more service to the consumer by slicing many cuts;

New types of smokehouses and new methods for smoking meats;

Equipment and materials for keeping plants clean and sanitary with less labor and at smaller expense, and

Greater interest in plant safety.

Among things requiring the more active interest of packers, it was pointed out, are bruises on animals. Some methods should be devised, the speaker said, to reduce them. A test made recently on 258,000 animals showed that 20 per cent of them had been bruised sufficiently to cause a monetary loss to the packer.

Engineering Section

RUST and corrosion destroy 67,000,000 tons of iron and steel annually. This startling statement was made by C. C. Snyder, Republic Steel Corp., in the opening sentence of his address on Friday afternoon before the Engineering and Construction Section. And to give packers something to think about he asked: "How much of this loss are you paying, Mr. Packer?"

NON-CORROSIVE METALS

That packers appreciate losses rust and corrosion cause them is evidenced in the fact that use of stainless steel is growing rapidly for tables, trucks, pans, cooking tanks, chutes, racks and much other equipment that deteriorates under unfavorable conditions found in many departments of meat plants.

Stainless steel is a comparatively new product, first produced commercially in 1925. It retains its brightness indefinitely, will not rust or corrode under meat plant conditions, is resistant to brines and sterilizing agents, and is not subject to wear. It is, therefore, an ideal metal for many meat plant uses.

There are many types of stainless steels, the speaker pointed out, but the one most generally used by packers is known as 18-8—that is, it contains in its formula 18 per cent chromium and 8 per cent of nickel. This meets best all packinghouse needs. It can be fabricated and welded the same as ordinary steel or iron.

Following the remarks of this speaker a talking picture, described the various steps in the production, polishing and fabrication of stainless steel.

PROBLEMS OF FABRICATION

Problems in the use of stainless steel in the manufacture of equipment for meat plant use were described by Charles H. Dodge, The Globe Co., Chicago. Mr. Dodge recommended that when ordering equipment packers should spe-

cify the use of stainless steel only for those portions that come into contact with meat. By doing this, he said the problem of rust and corrosion will not only be greatly reduced, but the high cost of excess stainless steel will be avoided.

Stainless steel is harder and tougher than other metals commonly used for meat plant equipment, Mr. Dodge pointed out, and therefore it is more costly to shape and fabricate. Simplicity in the design of equipment to be made wholly or partially of stainless steel is an advantage from both fabricating and cost angles.

In this connection it was pointed out that equipment must sometimes be returned to the welding department as many as three times to correct faults revealed by grinding down and smoothing the weld. This is an item of cost packers do not see, the speaker said, but which necessarily must be included in the selling price.

High price of stainless steel retards its more general adoption, Mr. Dodge said. If steel manufacturers can reduce their prices, he predicted they will enjoy a very substantial increase in sales, for the product has characteristics that make it ideal for meat plant equipment and utensils.

CUTTING LUBRICATING COSTS

That oil does not wear out, and basically is just as good a lubricant after having being used in a motor crankcase for 1,000 miles as it was originally, was an argument for oil reclamation made by A. H. Cameron, of the Skinner Purifier Co., Inc., in an address on "Reclamation of Motor Crank Case Oil."

Lubricating oil becomes unsuitable for use after a time, it was claimed, not because it wears out or deteriorates, but simply for the reason that it picks up foreign matter. Remove this foreign matter, it was claimed, and the oil is in condition for further use. How oil can be reclaimed with equipment recently developed was explained.

Some oil is burned up in the engine. Another small percentage is lost in the filtering operation. But at least 60 per cent of the oil originally purchased can be reclaimed. And the savings to be made through reclamation are not confined to the truck fleet. All types of oils can be put through a filter with gains proportional to those secured by filtering motor crank case oil. Cost of filtering is low.

ELECTRIC WIRING

Conditions of high humidity and corrosion caused by brines and other agents make maintenance of conduits fittings and wiring an expensive proposition in many departments of the meat plant. Exposed conduit, cast-iron fittings, care in pulling wires into conduit and drainage of conduit to get rid of water all these are becoming good

practice in the meat plant, according to Walton L. McCaslin, Armour and Company, who spoke on "Electrical Wiring Specifications."

Trouble and loss of time often results from damage to wiring during installation and at points where splices are made. It is good practice, the speaker said, to provide a conduit amply large to contain the wires intended for it, and not to put too many wires in it. Plenty of room for making splices always should be provided. Junction boxes also are sources of trouble, and of course cost money. Troubles sometimes may be avoided by eliminating junction boxes and using wide-angle bends instead.

When installing feeders, they should be large enough to handle increased power loads. High quality wire and fittings always are a good investment.

RUBBER TIRED TRUCKS

Experiments and research preceding the development of rubber-tired wheels for industrial tractors and hand trucks



EXPLAINS AIR CONDITIONING.

S. C. Bloom, refrigeration and air conditioning authority, makes notes for the packers on a topic of present interest.

was outlined by L. J. Kline, Mercury Manufacturing Co., in an address on "Design and Advantages of Rubber Tired Trucks." Rubber tired wheels for these vehicles are rapidly coming into favor, the speaker said. These rubber tired wheels have a life of at least 10 years, they cushion loads and therefore save product, make it easier to pull hand trucks and materially reduce wear and maintenance on floors.

Following this address a motion picture showed rubber-tired industrial and hand trucks in service.

AIR CONDITIONING

Growing appreciation by packers of possibilities of preventing degrading of

product and cutting costs of processing and manufacturing operations by applying the principles of air conditioning in various meat plant departments made the last address of this session particularly timely and interesting to meat packers.

This was "Application of Air Conditioning to the Packing Industry," by S. C. Bloom, of S. C. Bloom & Co., Chicago, a firm well-known to packers for its outstanding contributions to solutions of meat plant refrigeration and air conditioning problems.

In this address Mr. Bloom discussed in detail the application of air conditioning to many departments of the meat plant and told the temperatures and degrees of humidity most suitable for product preservation and maintaining high labor efficiency.

EDITORS NOTE—This subject was discussed fully by Mr. Bloom in the August 10, 1935 issue of THE NATIONAL PROVISIONER. Packers interested in meat plant air-conditioning, and in temperatures and relative humidities most suitable in the various departments, will find full details in that issue.

Chemistry Section

AN OPEN forum of questions and answers covering the application of science in the meat packing industry constituted the program of the Chemistry Section, presided over by Edward N. Wentworth of Armour and Company, with Dr. L. M. Tolman of Wilson & Co., as program chairman.

An array of technical talent was on hand to answer the many questions propounded, headed by Dr. W. Lee Lewis, head of the Department of Scientific Research of the Institute. Assisting him were Henry D. Tefft, of the Department of Packinghouse Practice; Dr. F. C. Vibrans and Miss V. W. Swartz of the Research Laboratory of the Institute at the University of Chicago; Dr. C. E. Jensen, Swift & Company; Dr. J. J. Vollertsen, Armour and Company; Dr. V. R. Rupp, Kingan & Co.; Dr. C. E. Gross, John Morrell & Co.; Dr. W. R. Newton, Swift & Company; and Dr. D. H. Nelson, Oscar Mayer & Company.

Answering the Questions

Over two hundred questions were received, and answers presented for most of them.

Livestock. — Questions included the effect of drought on protein content of meat, quality of hams and shoulders from certain types of hogs, and cause of bursted blood vessels in heavy barrows at certain seasons of the year.

Operating Problems. — Questions included some phases of hog scalding operations, methods of use for "bleaching" blood albumen, use of borax, method of handling beef rollers in cooler to prevent rust.

Fats and Oils.—The Lowry system of

rendering for lard, effect of manipulation of vent of lard rendering tank on stability and free fatty acid content; steam pressure to be used on lard rendering tank; how prime steam lard tank can be cooked to eliminate floaters; how to handle S. P. fat, ham bones, neutral bottoms, skinned bacon rinds, etc.; how to handle fats before rendering to keep free fatty acid content low; holding cutting fats before cooking; free fatty acid content in lard from cutting fat and killing fat; free fatty acid content in No. 1 and No. 2 extra oleo oil; bleaching and clarifying agents and their effect on stability of lard; refining lard—cost, time, temperature, etc.; keeping quality of dry rendered vs. P. S. lard; blue lard problem; best method of storing loose lard; improving packaging of lard; smoking temperature of lard and of hydrogenated shortening; present status of lard in cake baking; status of drip rendering for lard.

Chilling, Freezing, Thawing. — How necessary is it to pre-cool refrigerated cars from standpoint of meat spoilage? Does the texture of meat change if frozen at 40 to 50 degs. below and then held at zero to 5 or 10 degs. above? What is best temperature for chilling bacon for slicing? Should frozen meat be thawed before cooking? Should there be any difference in curing time of bellies one month in the freezer or six months?

Curing.—What is the lowest possible strength of salt brine to cure S. P. hams at 38 degs. temperature? Why do lean hams cure quicker than fat hams?

Is sodium nitrate as good as potassium nitrate in all respects? What becomes of the excess nitrate and nitrite during cure and in the cured product? Will boiled honey sugar ferment more quickly than cane sugar? Has sugar any effect on color of product? What is the difference between the cure of Westphalian and regular hams? What causes iridescence in hams? Why does flavor of smoked ham change with age? Why do some cut fat surfaces show an orange color? What temperature and humidity is recommended for a smoked meat hanging room?

What is the cause of a dark spot in S. P. hams? Why does overcured meat tend to darken in the smokehouse? Why is it difficult to keep a nice red color in sliced bacon? What causes dark color on dried beef at times? What is the cause of meat blue in cure or of a purple color on the meat? What is the best method of back-packing hams, also defrosting and smoking such hams? Would quality of S. P. hams have any effect on their shrink in boiling? What causes marrow sours in picnics and hams?

Meat Canning.—Is it safe to use 100 per cent frozen meat, or is it better to use fresh and frozen meat for canning? Which is better—the so-called quick curing in the can or the cure prior to canning? What is lowest possible heat

temperature to sterilize S. P. hams? At what temperature should hams be boiled?

Sausage questions were carried to the meeting of the National Organization of Sausage Manufacturers, where Dr. W. Lee Lewis conducted an open forum on sausage manufacturing problems.

Livestock Section

In an extreme swing from the old-time fat hogs, which matured at 300 lbs. or more, many hogs marketed in recent years have been of a rangy, poorly-finished, greyhound type, is the opinion of W. T. Reneker, Swift & Company, who was the chairman and first speaker of the Livestock Section meeting on Saturday morning.

In his informal talk on "Swine Type Studies from an Economic Standpoint," Mr. Reneker discussed reasons for hog development along certain lines, showing that heavy hogs suited the industry's needs in the days before refrigeration when most of the hog was cured or sold as lard.

While stressing the fact that it was impossible at present to put forward a hog type or types as ideal for the packing industry, he urged discussion and coordination of packers' ideas on the subject. He felt that while packers have individual differences, after more study and cutting tests they might be ready to formulate standards for a desirable type hog.

Desirable Type of Hog

Mr. Reneker suggested that such studies might determine what a desirable composite type of hog is; whether producers can raise and packers process it economically; and how farmers can be persuaded to produce it. He indicated the problem of education might take care of itself when supplies are normal as the packer would naturally pay most for the desirable hog.

He urged a careful study of hogs and pork cuts which were displayed later in the meeting. These, he said, might help to resolve in the minds of the group, their views on desirability of certain hog characteristics.

A. F. Sinex, Cudahy Bros. Co., continued the discussion along the same line in his talk on "Proper Type Swine from Standpoint of Producer and Packer." He declared there was much need for some understanding as to the type of hog most generally desirable for the packer.

He indicated that there was confusion on this point among producers, some of them not even knowing classifications into which their hogs fitted. Contacts with producers, packers and breeders, over many years, had given Mr. Sinex considerable background for his theme and he was able to discuss it from any angle. He reiterated that while no standard of desirability has

yet been worked out, the display of hogs and their products might help those present to form their conclusions.

Exhibits Tell Story

The exhibit in conjunction with these talks consisted of sides, cuts and live animals, representing three types of hogs. None of these hogs was chosen for extreme characteristics or for breed. They were, in fact, well-finished, 200- to 220-lb. animals.

Lot No. 1 was made up of sides and cuts from fairly long and rangy hogs with good finish. Lot No. 2 consisted of sides and cuts from meat type hogs with plenty of good meat and fine finish. The carcasses were not quite so long as in the first lot and the leaf yield was slightly higher. This was probably most adaptable of the types exhibited. Lot No. 3 consisted of sides and cuts from shorter but not chuffy hogs. These were well-finished and had the greatest leaf yield.

A second part of the exhibit consisted of a view of the types of live hogs identical with those from which the lots of cuts and sides had come. All the hogs, whether those slaughtered or still alive, ranged in weight from 200 to 218 lbs. and would have topped the market.

Slight Difference in Yield

In the opinion of those in charge of the exhibit the difference in yield between Lot No. 1 and Lot No. 3 would only be about ½ to 1 per cent. It was emphasized that all of these hogs were good types and would cut into desirable products.

Soft Pork and Soy Beans

"The Soft Pork Problem" was discussed by George M. Lewis of the Institute of American Meat Packers. Tracing the cause of much soft pork back to the soy bean, Mr. Lewis pointed out while soy bean production has been steadily growing in the United States, the 1935 crop is much greater than that of any previous year.

The danger to the packer lies, Mr. Lewis declared, in the fact that production has increased enormously in the Corn Belt states. Unless the price of soy bean meal is high enough to induce farmers to have the oil extracted from the beans, many of them will feed whole soy beans directly to their hogs.

Mr. Lewis said that when whole soy beans are fed to hogs, soft pork is produced, and soft pork is discriminated against by consumers. He stated that many agricultural colleges were campaigning against the use of whole soy beans as hog feed and urging farmers to have them exchange their soy beans for soy bean meal which, when fed in the proper proportion with other feeds, is an excellent feed for hogs.

Packers are watching the situation and when supplies are normal may find it necessary to bid less for hogs from certain areas where whole soy beans are fed.

Sales and Advertising

SELLING is all-important in any business, and vitally important in the meat packing industry, said I. M. Hoagland, vice president of Armour and Company, in opening the session devoted to sales and advertising, of which he was chairman. No other factor in the industry is of more importance than the way the product reaches the consumer. Every packer is aware of this problem, and has endeavored to meet it as best he knows how, he said.

Packaging, dealer helps, recommendations of the Committee on Distribution Methods and results of the application of those recommendations were presented to packers and their sales managers as aids in solving this all important problem to the satisfaction of Mrs. Consumer, whom the chairman characterized as "the packers' boss."

How Packaging Helps Sales

Pointing to attractive packages as silent meat salesmen, L. B. Steele, assistant director of sales, DuPont Cellophane Company, described "Modern Packaging as an Aid to Increased Meat Sales." Even though the modern package is a silent salesman, it must do what the human salesman does, Mr. Steele said. It must talk, show and convince.

Twenty years ago we were in the bulk era, when there were fewer foods and few brands and when housewives took their buying seriously. Then the dealer catered to people who know exactly what they wanted.

The present is the package era, he said. Foods have multiplied and there are brands galore. There is tremendous competition of one food with another. The average food store contains 4,000 items.

Buying habits of housewives have been changed by automobiles, bridge parties, clubs, and other phases of social and family life and the process of food shopping is often hurried a bit. The housewife enters the store with her mind only partially made up. Her list is a short one. She wants something good so that her reputation as a good provider will be maintained and she wants something her husband will be sure to like.

Two Classes of Buyers

What has the retailer done about this? Either he has done a lot or he has faded out of the picture, Mr. Steele said.

Food chain organizations have shown the way. They have routed their customers through the store in such a way that they can see almost every article of food offered for sale before leaving. Store lay-outs have been modernized until the store of today is a consumer show place.

"It is a day of display," he said, and

all now accept the value of display in the sale of food products. In a number of stores studied, it was found that display increased sales from 32 to 72 per cent and certain items, such as dried beef which is not always displayed, jumped from 100 to almost 1,000 per cent.

Consumer buying is divided into two major classes, Mr. Steele said. First, purchases made with definite previous intent; second, purchases made on impulse without previous intent. In a study made of impulse buying in representative stores in a large city, it was found that three out of every four consumers walked out of the store with purchases not included on their list.

Buying on Impulse

In studying purchases of smoked meat products it was found that 57.5 per cent of the total were made from shopping

lists from decisions made in advance, while 42.5 per cent of the smoked meat purchases made in this survey were made on impulse—two out of every five. These included bacon, sausage, cocktail sausage, ham butts, bologna, chip beef and items of that type.

Of these 79 per cent were in visible packages. The tremendous importance of display and visibility are clearly demonstrated by these impulse buyers, Mr. Steele said. With such influences at work, smart retailers are doing everything to stimulate this reminder factor in their trade.

Package as a Salesman

Passing the obvious protective functions of packaging, there are several sales jobs that a package must do.

First, it must sell the dealer on giving it good display. No package can be termed good unless it qualifies in this



SMILING AT THE PROSPECT.

1. Walter Frank of Milwaukee, Jim Scully of Buffalo and John Crocker of Joplin.
2. E. L. Neubauer of Owensboro, John Fischer of Mankato and Ernest Neuer of Kansas City, with Lyle Jones as interlocutor.
3. H. D. Peet of Chesaning, Andrew Herrud of Grand Rapids, R. G. Denton of Mishawaka and C. F. Lewis of THE NATIONAL PROVISIONER.

important respect. Retailers naturally give preferred display to products packaged as display merchandise. The package must make it easy—not hard—for the customer to buy.

Second, the package should attract favorable attention. It should be inviting.

Third, the package should tell what its product is. People don't want to guess; they want to be sure. Experience has indicated that the more effective way of telling is showing. Most products are their own best salesmen, and the package that permits the product to be seen qualifies in this job.

Fourth, the package should tell the consumer what to do with the product; should suggest new uses. Have recipes right with the product. Most effective way to do this is through pictures.

And the package must play one more important part. When prices are comparatively high the package can do a lot to make the product look like the money.

Selling Objectives

Today there are two selling objectives, said Mr. Steele, for most foods: 1. That group of consumers in subsistence levels doing buying on a price basis; 2. Another group which still represents a very substantial portion of the American buying public—consumers of higher income and purchasing power. This means a double-barrelled selling argument—items priced to appeal to price buyers and those priced to appeal to the other group and to allow a profit.

He called attention to discussions in THE NATIONAL PROVISIONER of competition of other foods with meat. "All of our surveys indicate that this competition is growing greater each year," Mr. Steele said.

"Everything is being done with new food specialties to develop appetite appeal, and in the face of this competition the meat industry cannot afford to stand still. As progressive executives you have the ever-present challenge of placing products before the buying public so they will have a greater chance of securing a greater share of the consumer food dollar. Packages that qualify as salesmen are a strong ally."

AS WOMEN VIEW MEAT

Another approach to the consumer viewpoint was through the food editor of the Chicago Evening American, Mrs. Mary Martensen, who talked on "Questions Women Ask About Meat."

One question commonly asked is why is meat so high? She felt that the bulk of housewives have little idea of the real reasons why this present situation exists. They just know that meat is very high.

She spoke of some of the questions raised about packaged meat—why sliced bacon so often is soft, for example, and whether something could not be done to

make it a little firmer when it reaches the home.

Both dealers and housewives would appreciate more literature about meat and meat recipes. Women would like to get more information of this kind from the meat counter. Some want to know how to prepare the less demanded cuts and they want such information when they buy their meat.

Women Want Information

"Why not give retailers more literature to hand out to their customers?" she asked. She said that most women buyers are quite sure they know what they want in pork sausage, and that is a sausage made of all pork and well-seasoned. They like to buy brands that are known to them.

Her check-up shows that there have been considerably increased sales of cookers, Dutch ovens, etc., for the tougher cuts of meat and the demand for recipes for the less expensive cuts has been large. In cooking schools throughout the country there is a demand for more and more information on the less expensive cuts.

SALES AIDS FOR DEALERS

In his talk on "Sales Aids for Dealers," Louis E. Kahn, of the E. Kahn's Sons Company, made a plea for industry advertising. He said that whenever packers advertise they all use the same medium, and the same advantages of their products are cited. The same open-face piece of ham and the same platter of bacon and eggs are used. In this era there is nothing new one's competitor has not heard of.

He called attention to the advantages of well-kept delivery equipment, the good appearance of the drivers and the desirability of a well-groomed driver with a clean frock as dealer aids. When his company was unable to think of new dealer aids, it has been their policy to try to make everything good. Signs are well lithographed to create appetite appeal, as an example of this.

Mr. Kahn showed how his company's salesmen aid their retailer clientele by

SELLING IS THE JOB

(Pictures on opposite page.)

Speakers at the Sales and Advertising Section meeting:

1. I. M. Hoagland, Armour and Company, Chairman.
2. L. B. Steele, DuPont Cellophane Co., tells value of "Modern Packaging."
3. Mary Martensen, food editor, Chicago American, lists "Questions Women Ask About Meat."
4. Louis E. Kahn, E. Kahn's Sons Co., suggests "Sales Aids for Dealers."
5. R. A. Rath, Rath Packing Co., gives advice on distribution methods.
6. J. P. Spang, Swift & Co., tells how to apply the advice.

diplomatically calling attention to things that are wrong in and about the store—unattractive show case, dirty store and anything else that is likely to turn trade to a competitor.

If dealers complain of costs, they are reasoned with, and for items particularly costly they are urged to buy in only small supply. At no time is a salesman supposed to overload a customer. Some business may be lost by this method, but his company feels that if the salesman supplies only what the customer needs from day to day the customer will be greatly benefited through that method. The salesman is expected to know the needs of the dealer on whom he calls.

"We feel the greatest dealer aid we can possibly hand out is to help our dealers in successfully merchandising the meat products we sell to them," Mr. Kahn said.

Competition of Other Foods

Calling attention to the extensive competition for the consumer's meat dollar offered by other foods, and to the changing food habits of the consuming public, he showed how the consumption of oranges, for example, had been increased 200 per cent through advertising. In the same period meat consumption increased only 18 per cent. In the prosperity years 1923-1929, orange consumption increased about 60 per cent, while meat consumption remained constant. The meat industry as a whole has not increased its volume, although individual packers have increased their business, spending millions for advertising, only by taking a portion of what formerly was done by some other packer.

Mr. Kahn commended the sausage campaign recently conducted by the National Organization of Sausage Manufacturers and hoped there will be more such campaigns. He also commended the "Meat Buyer's Guide," the meat charts issued by the Institute. Retailers like to have them to give to their customers, who hang them up in their kitchens and learn where the different cuts of meat they buy come from.

The industry provides the food of champions. "Why should we not go out and cry from the housetops 'Nothing takes the place of meat in a well-balanced diet,'" he said.

ADVICE ON DISTRIBUTION

At the beginning of 1935 the meat packing industry was faced with a difficult problem of curtailed raw material supplies, and in an attempt to be helpful to the industry its Committee on Distribution Methods gave considerable time and effort to the development of a number of suggestions for practical application in handling of the business in every section of the country, said chairman Hoagland in introducing R. A. Rath, of the Rath Packing Company, a member of this committee, who discussed its recommendations.

These included elimination of waste,

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promotion of sound merchandising practices and promotion of the idea of quality in meats. The work of the committee fell into three divisions, Mr Rath said:

1. Part the packer and salesman can play in educating the dealer and consumer on quality and desirability of different cuts.

2. Program carried on in elimination of waste in distribution.

3. Salesmanager's own problems in analyzing sales and sales problems in his territory.

Mr. Rath described the work and recommendations of the committee in considerable detail. He expressed the belief of the committee that the industry was behind its recommendations, and saw evidence of a gradually increasing support of more and more packers of many of the recommendations. It was realized that a program of this kind requires constant supervision over a period of time.

APPLYING THE ADVICE

J. P. Spang, jr., Swift & Company, discussed "Some Results of the Application of the Recommendations." One of the broad conclusions reached, he said, is that the recommendations of the committee are sound, and the results to be obtained are in direct relationship to the cooperation the industry is willing to put behind them.

Waste has no place in this business, Mr. Spang said. Elimination of certain wastes which have crept in have been pointed out, and it means individual courage plus the cooperation of the industry as an industry to eliminate these wastes.

Commenting on delivery wastes, for example, he said that tremendous savings were to be made in elimination of wasteful deliveries from the standpoint of type, size and capacity of vehicle to be used, as well as the elimination of waste in method of delivery.

Typical results were as follows: A reduction was effected in number of units of 30 per cent; reduction in tons capacity of vehicles used 34 per cent; reduction in delivery expense over all 20 per cent.

Turning to the cost of small orders, Mr. Spang pointed to the almost prohibitive cost of the order of 25 lbs. and under and the fact that it is difficult to make money on a sale of less than 100 lbs.

He said they had come sufficiently far to realize that this elimination of waste program should be a very definite part of the Institute's activities.



CONVENTION DISCUSSIONS STIR UP ARGUMENTS.

1. A. W. Ruf of Cudahy scratches his head over a puzzler from A. V. Crary and W. P. Murray of Continental Can.
2. Harry Altman puts one to Ray Seipp, while (left to right) Jack Haug, Charley Hanson, S. S. Snell and W. A. Squires look on.
3. H. H. Goldman, K. & B. Packing Co., Denver, Colo., Leo Weglein, Berth. Levi & Co., and Max Fiedelman, Colorado Animal By-Products Co., Denver.
4. Irwin Hirsch, Phil Hantover and Elmer Freud (alias Clark Gable), Independent Casing Co. Musketeers.

SAUSAGE...

● National Organization Talks Over Operating and Merchandising Problems

OUTSTANDING in the minds of members of the National Organization of Sausage Manufacturers—to judge by proceedings at the annual meeting, and the discussions following them—is concern about a declining per capita consumption of quality products, and a determined disposition to do something about it. The large attendance at this meeting was ample testimony to the growth in membership and interest in problems of the sausage business.

Paul W. Trier, Arnold Bros., Chicago, was presiding chairman. In opening Mr. Trier predicted that the formative years of the organization had passed, and that the association is in a position to go forward and be of material value to the members.

The past year has been a difficult one for sausage manufacturers. Competition has been keen, supplies none too plentiful and the future difficult to predict. These conditions and others were taken into consideration when planning the program, he said, subjects and speakers having been chosen to give those present pertinent facts of value in future operation.

SAUSAGE SUPPLY OUTLOOK

"Outlook for Sausage Supplies in the Coming Year" was ably discussed by Geo. M. Lewis, Institute of American Meat Packers. His talk was illustrated.

Last year the number of hogs on farms was the smallest in 50 years, the speaker pointed out. Average inspected hog slaughter is around 45 million head. Last year it was less than 31 million head. Outlook for the hog marketing year, commencing October 1, 1935, is that inspected slaughter will be approximately 28 million head. Hog numbers in 1937 will be greater than in 1936, but still below normal. Probably around 38 million head will be killed in inspected plants in the 1936-37 hog marketing year. Average weight of hogs next year will be greater than in 1935. Average weight during 1935 was 221 lbs. Normally average weight is about 231 lbs.

Little Increase in Consumption Seen

Prices for pork trimmings reached a peak in September of this year and the highest point since 1920. Average price in September last year was about 12c; two years ago average price was 5½c. Cheek meat prices also reached their highest point in September of this year. Beef trimmings and boneless chuck prices were above 1934 but under 1929. The same price trend was also taken by other beef cuts used in sausage.

Consumption of sausage next year, the speaker pointed out, will depend in large measure on the price of raw materials and purchasing power of consumers. Factory payroll index now stands at 70 per cent of the 1923-25 average or at about the peak of last spring. Indications seem to point to the fact that consumption of sausage next year will be about the same as 1935. An effective way to increase production, the speaker pointed out, would be to make good product and merchandise it efficiently.

HOW QUALITY AFFECTS SALES

"Relationship of Quality to Sales" was discussed by H. H. Meyer, Cincinnati, O.

Sausage consumption has declined, he said, because good business principles have been lost sight of by sausage manufacturers in their struggle for business. There is too much of a tendency to manufacture sausage down to a price, rather than to produce good quality products and sell them at prices that will net a profit.

Such a policy is to be regretted, Mr. Meyer said, because, as he said was pointed out by THE NATIONAL PROVISIONER, cheap product discourages sausage consumption, the disappointment suffered by a consumer with an unsatisfactory product being reflected to the disadvantage of sausage generally.

Only one thing needs to be done, Mr. Meyer pointed out, to increase sausage production and put its manufacture on



CANDID TALK ON SAUSAGE.

H. Harold Meyer, who never lets his sausage standards slip, drives home some good points.

a profitable basis. This is to make quality sausage and to educate the consumer in sausage matters generally.

Only one woman out of every 30 who visits a retail meat store buys sausage, a recent survey disclosed. More do not buy, in the speaker's opinion, because of uncertainty of quality. Educate the consumer in quality products and make such products available to her, and instead of one out of thirty housewives purchasing sausage, perhaps one of ten will buy.

CORRECTING CONDITIONS

What Boston has been up against from the competition of sausage products made to sell at a price, and the disruption of the sausage business that has resulted was related by W. D. Jones, of Carl A. Weitz, Inc. of that city. Here unscrupulous manufacturers appeared to be operating to see how cheaply sausage can be produced. This product has been sold through stores which fix both the buying and the selling price.

Frankfurts sold in Boston recently for as low as 8c lb. Other sausage products at the same time sold around 10c lb. Dog food costs more than this, Mr. Jones reminded the gathering.

He recommended that the organization take steps to combat this condition and added: "We need a good strong association, and I believe that we have the nucleus for it and I hope every member will do all in his power to get every sausage maker as a member. If this is done, we can go places."

The Boston Campaign

When the organization suggested a national "Get Acquainted with Sausage Campaign," the speaker said, Boston manufacturers were very interested and pleased and it was agreed to get behind the campaign and put it over. Committees were formed and these planned and launched an aggressive local educational and advertising program, directly tied in with the national program.

This campaign, through the use of store display material, advertisements in leading Boston newspapers, leaflets, recipe books and other material brought to consumers facts about sausage and urged the people to get acquainted with sausage products. This advertising program was sponsored by the group under the name of the National Organization of Sausage Manufacturers, Boston division. No individual names were used and all received the benefit of the co-operative effort.

"The results of the campaign," Mr. Jones said, "are difficult to estimate, but I can truthfully state that our volume of business at present—in spite of higher prices—is greater than it was a year ago and that there is a much better demand for our higher class of goods. I fully believe that a campaign of this kind is good for the industry and, if all details are properly arranged

in advance, should show immediate, direct results."

Speaking of a possible future campaign, Mr. Jones said: "I know that Boston with all of her difficulties, will do its share in putting it over and I also think that it will help some of our short-sighted processors to find the light, see the folly of cheap sausage and swing them into line. Naturally, there will always be some who are a detriment to the industry, but with concentrated effort I feel sure that they will be left so far behind that their creditors will catch up to them."

Results of the campaign to date have been very good. Quality sausage volume is greater than a year ago, and demand for high grade products is growing. A similar cooperative advertising campaign will show similarly good results in any community, Mr. Jones said.

To put quality sausage manufacture on a profitable basis four things are



SAUSAGE QUALITY CHAMPION.

George E. Duwe of Mickleberry's tells the sausage meeting about the only rule to follow.

necessary, in the opinion of the speaker: These are: Make good products and tell consumers about them; run your own business; know costs, and price products accordingly; make the retailer proud of the sausage he stocks.

ADVERTISING BUILDS VOLUME

A similar cooperative advertising campaign in the interest of quality is under way at the present time in Milwaukee, Wis. This campaign was described by Carl Weisel, jr., Weisel & Co., in a talk on "Selling Quality Through Advertising."

The object of this campaign is to promote sale of better sausage, but not necessarily more sausage. It is being participated in by 12 of the quality sausage manufacturers of the city. A feature of the campaign is a seal bear-

ing on one side the emblem of the association and on the other the name of the particular manufacturers. Use of the seal is confined to the better grades of product.

The seal is attached to products and also appears on all advertising, including billboards, store advertising matter and newspaper ads. The campaign has been under way for three months and will be continued for the balance of the year. Not sufficient time has elapsed to judge definitely what the results will be, but the indications are that the campaign will be profitable for all participating in it. Many people are being drawn away from cheap product, Mr. Weisel said, and more and more will come to recognize and appreciate good products as the advertising campaign is continued.

Before this campaign was started provisions were made for paying the entire expense of the effort before any of the advertising appeared. Mr. Weisel suggested that this plan be followed wherever such a campaign is contemplated. It is much easier and more satisfactory to collect the money before than while the campaign is in progress or afterward, he said.

SAUSAGE COSTS

A subject every sausage manufacturer is interested in—"What Does Sausage Cost"—was discussed by Howard C. Greer, Institute of American Meat Packers, in his usual efficient manner.

A survey made recently by the Institute shows a wide variation in sausage manufacturing and merchandising costs. These costs, as reported by manufacturers, were broken down and the results given to the meeting in a series of charts.

One of these, for example, showed much variation of the costs of raw materials by those manufacturers reporting. Low cost of materials entering into frankfurts was given at 11½c and high cost as 18½c. Low cost of materials in cervelat was 10c; high, 18c. Low cost of materials in liver sausage was 10c; high cost, 23c. Low cost of materials in veal loaf was reported as 8c; high cost, 16c.

Average yield of frankfurts was given as 115 per cent. All of the 21 manufacturers reporting, with one exception, secured better than 100 per cent yield. High yield was 145 per cent.

Plant costs, not including meat, varied from 1c to more than 5c.

Costs Need Standardizing

These large cost variations were pointed out by Mr. Greer as indicating need for a more careful consideration of sausage costs. The manufacturer who has much higher costs than the average might very profitably examine every processing and merchandising operation to determine where expenses are out of line, and find ways and means of bringing better efficiency into

the business. On the other hand, a manufacturer who figures costs considerably below the average might well be suspicious of his methods. It might be that he is leaving important items of cost out of his calculations, or that he is figuring incorrectly.

More standardization of sausage costs would be helpful, Mr. Greer thought, not only in eliminating pricing methods that lead to bad conditions, but also in bringing better efficiency into sausage merchandising. Sausage manufacturers who are not figuring costs correctly are not in a very good position to increase either manufacturing or merchandising efficiencies.

PRICES AND MERCHANDISING

The last speaker was Geo. Duwe, Mickelberry's Food Products Co., Chicago. This talk amplified the thought expressed by the previous speaker—that without an accurate cost know-



MILWAUKEE KNOWS THE SECRET.

Carl Weisel, jr., scion of a famous sausage family, gives some sound sausage advice.

ledge both manufacturing and merchandising, particularly the latter, must be done under a serious handicap. The subject of this address was "The Relationship of Price to Merchandising."

One need of the sausage manufacturer is to first find his cost, and then so to plan his advertising and merchandising as to justify a profitable selling price. One way to do this is to interest the consumer in value and the retailer in profits—in products that can not only be turned over for more than they cost, but that bring customers back for more.

Following Mr. Duwe's talk the meeting was thrown open for a general discussion of sausage manufacturing problems and methods and the answering of questions. Dr. W. Lee Lewis presided over this feature of the program.

Sausage Luncheon

SAUSAGE manufacturers and packers in attendance at the convention meeting were guests at a sausage luncheon immediately following the Saturday morning meeting.

Sausage in one form or another was a part of all but the dessert course, recipes for the different dishes being taken from the Institute's sausage recipe book, "Ninety-three Ways to Serve Sausage."

MENU

Streamline Appetizer
Bologna and Liver Sausage Slices
Sausage and Mayonnaise puffs

Sausage in Aspic Salad
Pork Sausage with Pineapple Slices,
Italian Style
Special Baked Potato
June Peas

Ice Cream
Coffee

Paul W. Trier acted as toastmaster in the unavoidable absence of W. D. Jones, who had been scheduled for the job. As a "pinch-hitter" he was a big success.

W. W. Woods, president of the Institute, congratulated the National Organization of Sausage Manufacturers on the splendid progress it is making. Seldom has a new organization achieved so much in such a short space of time as has elapsed since the organization came into being. The progress made, he said, is plainly evident in the seriousness of purpose and earnestness of cooperation that has been shown.

Sausage Needs Dramatization

Opportunities for increasing consumption of quality sausage products are almost unlimited, the speaker pointed out, its palatability and high food value make it an unusual product—one that is very sure to be-

come more generally appreciated among consumers.

That sausage never has been sufficiently dramatized and that consumption of it, therefore, is not as great as it might be otherwise, was the opinion of Oscar G. Mayer, Chicago. Liver sausage, he said, should be eaten by everyone several times each week, not simply because of its nutritious quality, but also because of the elements it contains essential to good health. Liver sausage, he pointed out, might well be substituted by many people for little pills and cod liver oil.

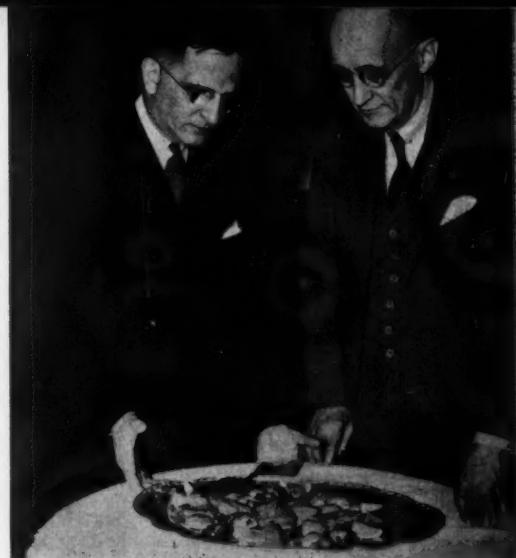
Possibilities for developing new and attractive flavors in sausage was suggested by the speaker as an activity not sufficiently appreciated as a means of building consumer demand. In this connection he decried the practice of developing a formula and then blindly sticking to it for evermore. To get the most pleasing and uniform flavor every batch of sausage must be "taste tested," yet this is a detail that usually is omitted from the manufacturing operation.

BUSINESS SESSION

Officers of the National Association of Sausage Manufacturers for the coming year, elected at the business meeting, are as follows:

CHAIRMAN OF GOVERNING COMMITTEE—George A. Schmidt, Stahl-Meyer, Inc., New York City.

VICE CHAIRMEN—B. C. Dickinson, Louis Burk, Inc., Philadelphia, Penn.; Walter Frank, Frank and Co., Milwaukee, Wis.; Edward C. Jones, Jones Dairy Farm, Ft. Atkinson, Wis.; W. D. Jones, Carl A. Weitz Co., Boston, Mass.; Albert Luer, Luer Packing Co., Los Angeles, Calif.; V. D. Skipworth, Adolf Gobel, Inc., New York City; Paul W. Trier, Arnold Brothers, Inc., Chicago; Geo. Casey, Wilmington Provision Co., Wilmington, Del.



SAUSAGE DE LUXE.

Erik Dahlberg, famous maitre de hotel of the Drake, who has entertained packers hospitably for many years, shows the Sausage Luncheon plate to the Editor.

COMMITTEE MEMBERS (3 years.)—

Frank O. Stephens, E. W. Penley Co., Auburn, Me.; Carl Luer, Luer Bros., Packing & Ice Co., Alton, Ill.; Edwin Pfeifer, Henry Pfeifer, Inc., Newark, N. J.; W. D. Jones, Carl A. Weitz Co., Boston, Mass.; Frank D. Warner, Armour and Company, Chicago; Carl T. Fischer, Henry Fischer Packing Co., Louisville, Ky.; Walter Frank, Frank & Co., Milwaukee, Wis.; Frank DuBois, N. Auth Provision Co., Washington, D. C.; William Fried, Fried & Reineman Packing Co., Pittsburgh, Pa.; A. Bantz, The Edelman Provision Co., Cincinnati, O.; Oscar G. Mayer, Oscar Mayer & Co., Inc., Chicago; Geo. A. Casey, Wilmington Provision Co., Wilmington, Del.; Albert Luer, Luer Packing Co., Los Angeles, Calif.; Carl Neuer, Delico Meat Products Co., Kansas City, Mo.;

COMMITTEE MEMBERS (2 years.)—Edward C. Jones, Jones Dairy Farm,



SAUSAGE HAS ITS BIG DAY AT THE CONVENTION.

Speaker's table at the annual luncheon of the National Organization of Sausage Manufacturers (left to right): H. A. Armstrong, Institute sausage expert; Oscar G. Mayer, sausage epicure; Wm. Whitfield Woods, president of the Institute; Paul W. Trier, toastmaster; Wesley Hardenbergh, vice president of the Institute; Walter Frank, Milwaukee sausage leader;

Ft. Atkinson, Wis.; Paul W. Trier, Arnold Brothers, Inc., Chicago; B. C. Dickinson, Louis Burk, Inc., Philadelphia, Pa.; H. G. Johanson, The Cudahy Packing Co., Chicago; V. D. Skipworth, Adolf Gobel, Inc., New York City; Fred Glaser, Glaser's Provisions, Omaha, Neb.; L. O. Alkire, Swift & Company, Chicago; Hugo A. Hildebrandt, The Hildebrandt Provision Co., Cleveland, O.; Myron McMillan, J. T. McMillan Co., St. Paul, Minn.; A. R. McCartan, Wilson & Co., Inc., Chicago; G. E. Duwe, Mickelberry's Food Products Co., Chicago; Frederick A. Vogt, F. G. Vogt & Sons, Inc., Philadelphia, Pa.; F. Howard Firor, Frank M. Firor, Inc., New York City.

COMMITTEE MEMBERS (1 Year.)—W. F. Schluderberg, The Wm. Schluderberg—T. J. Kurdle Co., Baltimore, Md.; H. C. Green, Deerfoot Farms, Southborough, Mass.; Clement Eckrich, Peter Eckrich & Sons, Inc., Kalamazoo, Mich.; Joseph J. Naegle, The A. Habermann Provision Co., Cleveland, O.; George L. Heil, jr., Heil Packing Co., St. Louis, Mo.; Charles Kramer, Margerum Provision Co., Trenton, N. J.; James Frank, Memphis Packing Co., Memphis, Tenn.; Harry Wilbur, H. Moffat Co., San Francisco, Calif.; W. H. Gausselin, Mutual Sausage Co., Chicago; Fred Rathjens, P. F. Rathjens & Sons, San Francisco, Calif.; John S. Weaver, John S. Weaver Co., Lebanon, Pa.; Geo. A. Schmidt, Stahl-Meyer, Inc., New York, City.

CONVENTION NOTE

Robert Vissman, C. F. Vissman Co., Louisville, Ky., attended the convention, while Mrs. Vissman enjoyed various shopping tours.



MUSIC MAN.

Dance-minded packers did their stuff to the baton of Horace Heidt and the music of his Californians.

Dining and Dancing

FOR the first time in several years the ladies were given a special occasion on the convention program. A dinner-dance in the famous Gold Coast Room at the Drake filled in the vacant Monday evening, and those who attended voted it the most delightful of all convention festivities. Again impresario Homer Davison covered himself with glory.

Hotel floor shows are a comparatively new feature in the entertainment field, ranging from good to indifferent, and most of them cut off the same pattern. The show put on at the Drake was far removed from such a classification.

Horace Heidt and his California Brigadiers gave even the hardened night club habitue a new thrill with their program. It was bright, tuneful, human—and clean! This group includes a talented group of male singers, as well as an ingeniously arranged instrumental section, and between them and the feminine quartet and harpist who were their collaborators they gave the guests something new and novel with every number.

Dancing began at 7:30, and two shows were given during the evening, the famous dance team of Georges and Jalna appearing during the second edition. Before the night was over, the magnetic Heidt had packers and guests singing with him and his Brigadiers, and even singing as they danced. His clever lyricist provided two special numbers for the occasion. One was "I've Got a Tax," a parody of the packer's pet peeve of the moment; the other a funny jingle entitled "Bringing Home the Bacon." The stunts pulled by the Brigadiers were too numerous to mention, and every one of them made a hit.

It was the brightest moment in the convention program, and there will be a strong plea to President Woods to continue the precedent at future conventions—provided Homer and Horace can be induced to collaborate.

CONVENTION NOTES

Max Chernis, Boston Sausage and Provision Co., never misses a meeting. Mr. Chernis has done an outstanding job of building a fine business and plant; Mrs. Chernis, who came along to chaperone Max, has done equally well in devoting her time to looking after the design and construction of a beautiful home in suburban Boston.

Emil and Julius Salay, Flint Sausage Works, Flint, Mich., represented their firm, in which six members of the family, including one daughter, are actively engaged. This organization is known not only for its fine products, but also

as the sponsor of an airplane flight to Budapest about 4 years ago.

E. A. Etheridge, secretary and treasurer, Klarer Provision Co., Louisville, Ky., represented his firm.

President Edward A. Schenk and Superintendent George P. Schenk looked after the interests of the Columbus Packing Co. Their "Capitol Brand" enjoys preference throughout a large section of the East.

Chester G. Newcomb, president, Lake Erie Provision Co., Cleveland, O., proved himself to not only be a good chairman of the closing convention session, but also a student of drama in his discussion with Chris Abbott, Nebraska cattleman. They repeated a radio dialogue in which the question was asked and answered regarding the amount of the consumer's dollar received by the producer.

A. N. Rice, secretary-treasurer, and Henry Glanz, superintendent, Emmart Packing Co., of Louisville, Ky., represented their company at Friday's and Saturday's meetings. General manager George W. Cook and purchasing agent V. C. Hilton carried on during the remainder of the convention, with Mrs. Cook to look after them. This organization is doing so well that increasing business has taxed their plant facilities to the point where an addition will soon be a necessity.

President F. E. Wernke, Louisville Provision Co., came alone. Superintendent M. P. Burt expected to accompany Mr. Wernke, but because of Mrs. Burt's illness remained in Louisville.

Mr. and Mrs. Henry Fischer and Carl Fischer, Henry Fischer Packing Co., Louisville, Ky., were welcome attendants at the meeting.

(Convention report continued on page 159.)



EARFULL AND EYEFULL.

An added fillip to the sweet music at the dinner dance was the harmonizing of these girls.

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PACKAGE DESIGNING
MULTI COLOR WRAPS
GREASE PROOF
GLASSINE
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by
DANIELS
RHINELANDER,
WISCONSIN

XMAS WRAPS

Picture YOUR product in attractive DANIELS Christmas wrap! Crisp, clean, attractive -- they give hams eye appeal, quality appeal, sales appeal. They contribute merchandising advantages that reflect themselves directly in the form of SALES!

Order your Christmas wraps now and prepare for the busiest Christmas ham rush you've ever had. DANIELS Wraps get down to work and really SELL!

A variety of appropriate, highly attractive designs for Christmas ham wraps are now available. Furnished in greaseproof parchment with or without your brand name, and in transparent cellulose sheets for use over your regular wrap. Write today for complete details, samples and prices.



EYE-APPEAL

beats habit!

MR. KUNZLER, President of Ch. Kunzler Company of Lancaster, Pa., widely known as an expert on the making and merchandising of German sausage, tells how he boosted pork sausage sales:

"Here in the 'Garden Spot of the World' we have a market of very conservative buying habits.

"Despite this, we have gotten a steady increase in sales for our sausage since adopting Cellophane transparent wrapping. The salesmen have found a ready market for these eye-appealing, transparent packages, and have found the dealer more amenable to better display in his store.

"With our story of impulse sales and appetite appeal, we also have been able to secure many new outlets and new customers."



DU PONT ON THE AIR—Listen to "The Cavalcade of America" every Wednesday evening, 8 p. m., E. S. T., over CBS coast-to-coast network

Cellophane

TRADE MARK

"Cellophane" is the registered trade-mark of the Du Pont Cellophane Co., Inc.



NEW IDEAS FOR CHRISTMAS

A survey has just been completed of the special Christmas Cellophane packages, which proved real "sales-getters" last season.

Write for these ideas today—there is still plenty of time to apply special Christmas appeal to your standard line. Du Pont Cellophane Co., Inc., Empire State Building, New York City.

When fuel costs get

"Out of Focus"

Your Profit Picture Blurs

IMPROPER adjustments at 16 vital motor spots can rob you, just as surely as a pickpocket.

Slight corrections at these 16 sensitive spots enable you to keep gasoline costs at a minimum.

Because gasoline is the largest per mile expense in fleet operation the Standard Oil (Indiana) engineers say—"Tune up—adjust every motor to peak efficiency and you are over the highest hurdle in the path to operating economy." But—*tune up to get the most mileage from a quality gasoline that holds to close specifications.*

Gasoline savings resulting from a thorough "tune-up" and the use of the right gasoline have actually paid for all of the oil used in many fleets.

Engineers in your local Standard Oil (Indiana) offices can make similar savings for you. Ask them to make a check-up—challenge them to show you results in your own fleet operations.

STANDARD OIL COMPANY (INDIANA)

910 SOUTH MICHIGAN AVENUE • CHICAGO, ILL.

STANDARD OIL PRODUCTS: ISO-VIS "D" • Polarine Transmission Oil (Summer and Winter Grades) • Polarine Heavy Duty Gear Grease • Polarine Wheel Bearing Grease (Medium and Heavy) • Polarine Fibre Grease (for Universals) • Polarine Pressure Gun (Medium and Heavy) • Polarine Water Pump Grease • Polarine Steering Gear Lubricant.

Slight adjustments can change the whole picture

The same camera took both pictures. But it was not in focus on the blurred picture. A very slight adjustment brought sharp, clear results. Let

Standard Oil Service tune up your fleet's combustion efficiency "into focus" for lowest possible operating costs.



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STANDARD OIL SERVICE

WAYS TO REDUCE OPERATING COSTS...WAYS TO REI



IT'S

NEVERFAIL

NEVERFAIL is the **original spiced** cure, the perfect cure that adds new quality and new flavor to cured meats. Exclusively a product of H. J. MAYER, it offers advantages that cannot be approached by ordinary curing materials. It insures a perfect, mild cure at all times. It insures a finer product at all times. It is a superior cure that does a superior curing job. Write for samples!

S flavor THAT COUNTS

Remember way back when...?

If You Want a Better Product

For a product that sells and resells because of sheer goodness — use MAYER Seasonings in all your sausage and specialties.

Available in special blends for Frankfurters, Bologna, Pork Sausage (with and without sage), Braunschweiger, Liver, Summer (Mettwurst), Chili Con Carne, Rouladen Delicatessen, etc. And to bring your product to the **highest** peak of quality, use H. J. Mayer's Special Neverfail Cure for your sausage meat, hams and bacon. It has never failed yet to live up to its name!

Do you remember the days when "red-hots" were a treat instead of a business with you? Remember how you used to go to Schultz's because "Schultz got the best red-hots in town?"

Don't forget that the youngsters who are buying **your** products today (and the grown-ups as well) feel the same way about it. **It's the flavor that counts!**

You can't afford to take chances with the seasoning you use. It's the smallest part of your cost, yet the most important part of your sausage. Inferior seasoning, bought at a trifling saving, may cost you untold losses in sales volume. Why take a chance?

For many years we have been supplying the seasoning for the sales leaders of the sausage and meat specialty industry. Ours are honest products. They are made from the finest spices obtainable, expertly ground and refined. A specialized knowledge of blending produces that taste-tempting flavor which means repeat sales.

Why not prove it to yourself! Let us send you a liberal experimental sample (enough to season one or two hundred pounds of meat). Write today — there is no obligation.

H. J. MAYER SPECIAL SAUSAGE SEASONINGS

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"Partridge"

Ham — Bacon — Lard Sausage

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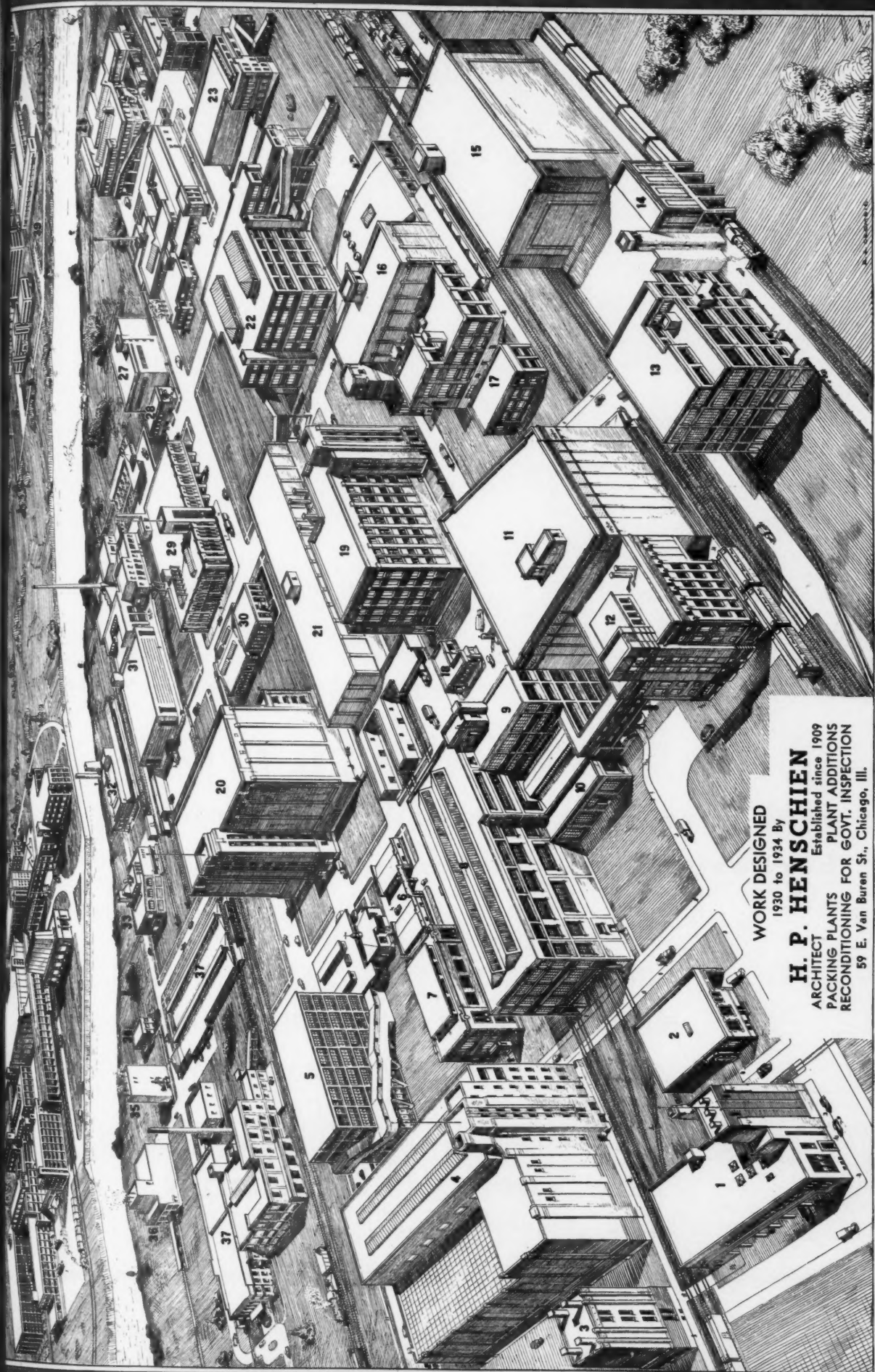
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HAMS	BACON	LARD	SAUSAGE
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|---|--|---|---|---|---|
| 1-7 JOHN MORRELL & CO. 8-12 THE BATH PACKING COMPANY. 13-15 OSCAR MAYER & CO. 18-19 THE W. SCHLUDERBERG & CO. 23 HUGHES-CURRY PACKING CO. 27-28 EAST TENNESSEE PACKING CO. 31 ROBERTS & OAKE. 35 BRENNAN PACKING CO. SMOKE HOUSE- CHICAGO, ILL. | 1 BRANCH HOUSE- BROOKLYNE WATERLOO, IOWA. | 18 GATE HOUSE. T. J. KIDDLE CO. BALTIMORE, MD. | 24 C. F. VISSMAN LOUISVILLE, KY. | 27 COLD STORAGE BUILDING. MITCHELL HATCHERY, INC. MARSHALLTOWN, IA. | 36 CLEVELAND PROVISION CO. COLD STEEL & SMOKE HOUSE- CLEVELAND, OHIO. |
| 2 BANCAL HOUSE- ASHDEEN, SD. | 19 DEER KILLING & COOLER BLDG. 1000 PENS. | 19 DEER KILLING & COOLER BLDG. 1000 PENS. | 28 GARAGE & LOCKER ROOM BLDG. 1000 PENS. | 32 MITCHELL HATCHERY, INC. MARSHALLTOWN, IA. | 37 THE TOBIN PACKING CO. INC. SMOKE HOUSE- CLEVELAND, OHIO. |
| 3 SMOKE HOUSES- OTTUMWA, IA. | 20-22 GEO. A. MORREL & CO. ASTORIA, OR. | 20-22 GEO. A. MORREL & CO. ASTORIA, OR. | 29 RICHTER FOOD PRODUCTS INC. SMOKE HOUSE- CHICAGO, ILL. | 33 ELLIOTT & COMPANY SMOKE HOUSE- CHICAGO, ILL. | 38 PACKING PLANT- MOSCON, ILL. |
| 4 HOG CUTTING BLDG- OTTUMWA, IA. | 16-17 EMGE & SONS REEF BANGOR, MD. | 20 FREEZER BUILDING. KILLING & COOLER BLDG. & GARAGE. 21 DEER KILLING BUILDING. 22 DEER KILLING BUILDING. | 30 MEINHOFF PACKING CO. 34 MEINHOFF PACKING CO. 35 MEINHOFF PACKING CO. | 37 THE TOBIN PACKING CO. INC. SMOKE HOUSE- CHICAGO, ILL. | |
| 5 HOG HOTEL & SMOKEHOUSE- OTTUMWA, IA. | 11 DEER COOLER BUILDING. 12 LARD REFINERY. | | | | |
| 6 EMPLOYEES GARAGE- OTTUMWA, IA. | | | | | |
| 7 OFFICE BUILDING- OTTUMWA, IA. | | | | | |



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LUXURY LOAF CONTAINER

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LOAF STUFFER

"Adelmann—the kind your ham makers prefer"

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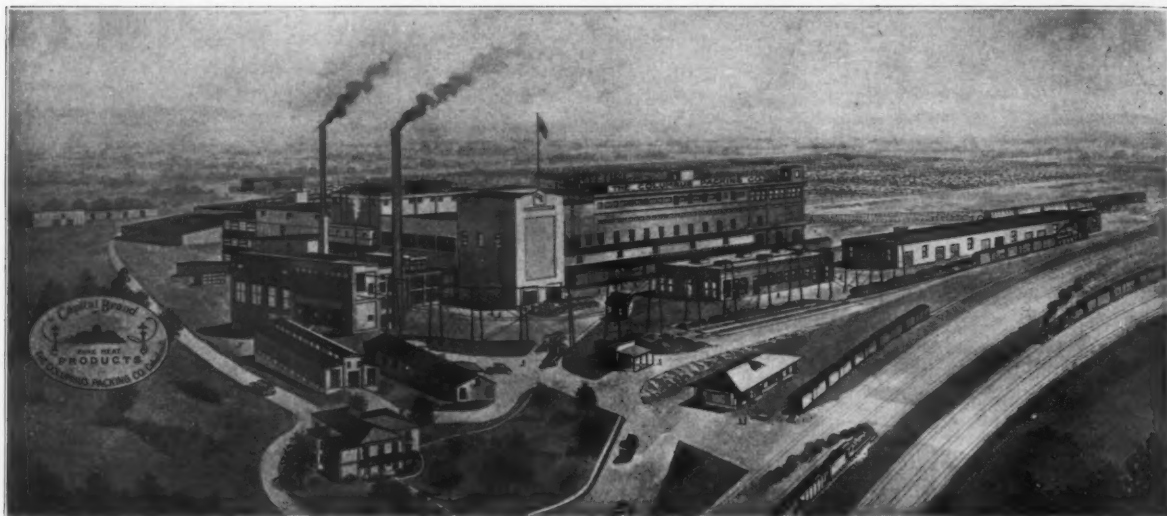
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have never outgrown our belief that *quality* is the best policy.**

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JOHN MORRELL & CO.

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BUILT DOORS are really
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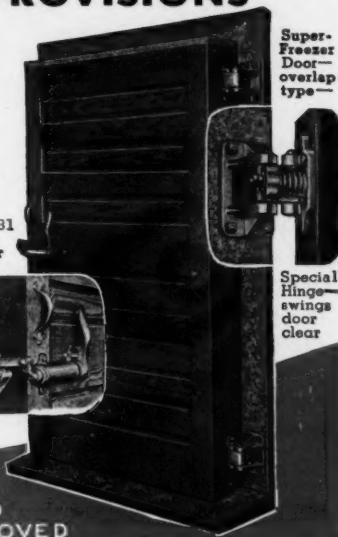
Speed and certainty of operation, insulation to meet the specific needs, and durable construction which have characterized all Jamison products — PLUS improvements created to meet new needs, which are thoroughly tested before they are placed on the market. Send for bulletin.

Special 031
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Fastener



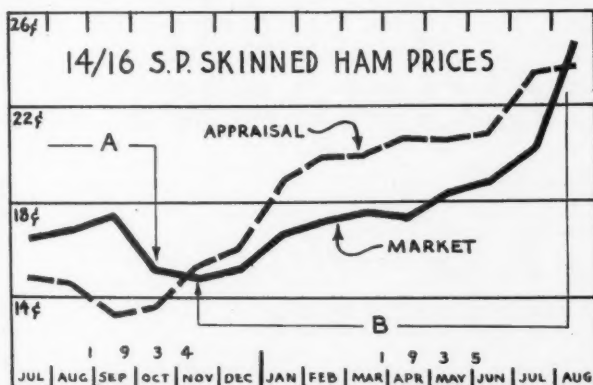
Super-
Freezer
Door—
overlap
type—

Special
Hinge—
swings
door
clear



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AN AID TO BETTER JUDGMENT



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The above chart is evidence of the effectiveness of the Commodity Appraisal Service. Prices were too high up to point A, and therefore cause for aggressive selling; prices were too low beginning with point B, and therefore cause for reluctant selling or aggressive buying. The Commodity Appraisal Service through a scientific analysis of factual information, helps to eliminate costly mistakes, **and is a challenge to your thinking.**

An Unbiased Appraisal, The Only Sound Approach to Inventory Investment and Control.

Relative to inventory investment and control

The Commodity Appraisal Service, through an appraisal of facts and influencing factors, gives definite information to guide buying and selling activities. This service has proven its value, accuracy and dependability. It has been successfully used for more than two years by leading packers.

This is a confidential and personal service designed expressly for the meat packer — **a service that fills a definite need in your buying and selling operations — a service that reduces guesswork of pricing policy and inventory policy to a minimum.** The Service can be of definite value to you. May we tell you more about it and what it does?

Hogs, Hams, Picnics, Loins, Light Bellies, D. S. Bellies, Lard, C. S. Oil, Cattle, Hides, Tallow and Sheep

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The Nation's Oldest and Largest Livestock Buying Organization

KENNETT-MURRAY
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ONLY
LIVE STOCK BUYING ORGANIZATION

We serve you better because we are buyers exclusively, and because we know our business! You get the pick of the market every time. We can take your entire livestock buying responsibility. Ask for details!

Offices at all important livestock centers, connections with every important livestock producing area. Each office in the hands of an expert buyer. Put your livestock problems in our hands!

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H. G. DAVY

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Established 1895

BROKERS and COMMISSION MERCHANTS

BOSTON, MASSACHUSETTS

The Oldest BROKERAGE HOUSE in New England
Handling Packing House Products Exclusively

Our service has been offered to the trade through the pages
of **THE NATIONAL PROVISIONER** for more than 40 years.

HYGRADE

*Hands You a Real
Profit-Maker on
a Silver Platter...*



The Original

WEST VIRGINIA HAM

Ready-to-Serve

We've had tremendous sales response since we introduced this distinctly flavored Ham. Its tender, succulent goodness appeals to all.

Its exclusive silver wrapping adds sales appeal. Your trade, too, will respond to this grand HYGRADE product. It will bring more sales and profits!

**HYGRADE ... a name that denotes
SERVICE and QUALITY in
CHOICEST MEAT PRODUCTS**

**HYGRADE LUNCHEON MEAT
HYGRADE SPICED HAM
HONEY BRAND HAM AND BACON
HONEY BRAND SLICED DRIED BEEF**

Hygrade Plants are Strategically Located . . . There's One Near You!



HYGRADE FOOD PRODUCTS CORP.

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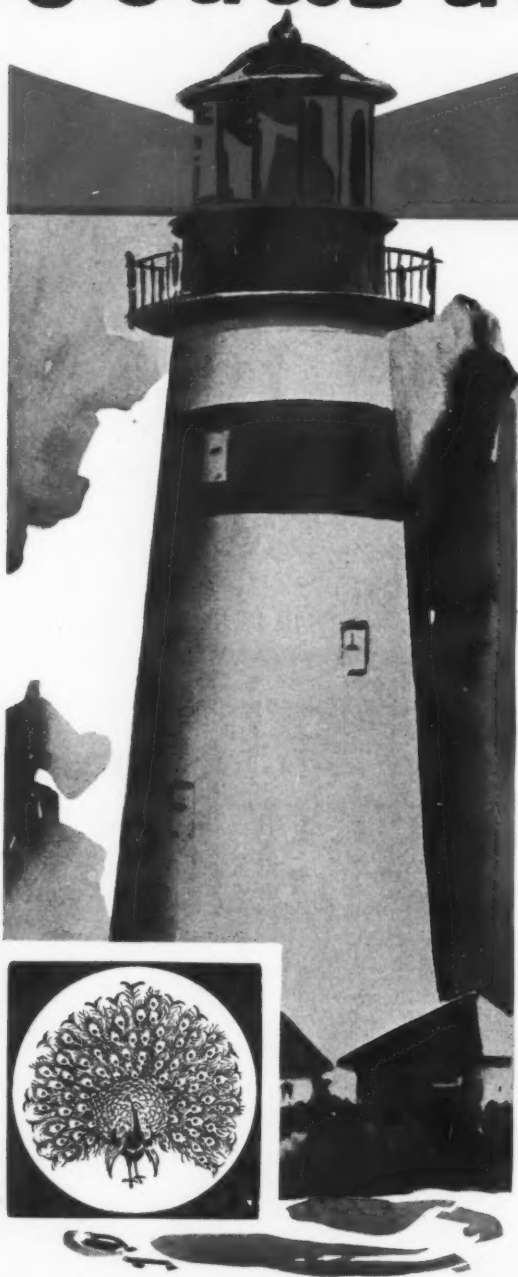
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NEW YORK CITY

Points the way



to sausage profits!

There is only one way to set your course for sausage profits—make a finer tasting product of superior appearance. And you can get these results with STANGE Products!

STANGE Dry Essence of Natural Spices have been a success from the moment of their introduction. Not only do sausage manufacturers like them better, but consumers think them vastly superior. People eat sausage made with Stange Seasonings and come back for more—because it is *definitely better sausage*.

The use of Peacock Brand Casing Colors will add sparkling, attractive appearance to your stuffed sausage—give your sausage added eye appeal and a definite merchandising advantage. A complete discussion of the advantages of Stange Products will show you how to make greater profits through their use. Write today for samples and complete particulars.

Peacock Brand

DRY ESSENCE OF NATURAL SPICES—INDIVIDUAL OR BLENDED
PEACOCK BRAND CERTIFIED CASING COLORS

PREMIER CURING SALT
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New IDEAS AND MONEY SAVERS

● Convention Exhibits Show Progress in Meat Industry

The CURIOUS PACKER GOES ON TOUR

A successful meat packer (one of hundreds) attended the 30th annual convention of the Institute of American Meat Packers.

One of the reasons for his success lies in his inexhaustible curiosity about material, equipment and methods. He is always on the lookout for new ideas connected with processing, packaging and merchandising.

As in other years, he decided to make a thorough tour of the exhibits of firms manufacturing packinghouse equipment and supplies. And as usual, he found many new ideas and interesting developments.

An account of the tour of this alert personality—who may be called "The Curious Packer"—begins on this page.

Where He Went

1.
U. S. SLICING MACHINE
Co., La Porte, Ind.

2.
WILSON & BENNETT MFG.
Co., Chicago

3.
CONTINENTAL ELECTRIC Co.,
INC., Newark, N. J.

4.
SHELLABARGER GRAIN PRO-
DUCTS Co., Decatur, Ill.

5 and 6.
THE GRIFFITH LABORA-
TORIES, Chicago
SEASLIC, INC., Chicago

The Greeters

1.
Charles Dapp, president;
William Mahler, engi-
neering department; R.
V. D. Terry, general sales
department; Earl Hill,
special business division;
Harry Pfister, Eastern
sales manager.

2.
H. Lapan, sales manager;
G. D. Zuck, advertising
manager; R. E. Barry, P.
Winkle, B. M. Riggs.

3.
A. A. Hess and J. D. Glatz.

4.
W. L. Shellabarger, presi-
dent; A. A. Levinson,
sales manager; H. E. Alt-
man, C. E. Connors, F. J.
Flaska, Ed. Krueger, R.
Quinlan, A. R. Runkel, H.
Waldman.

5 and 6.
E. L. Griffith, president; F.
W. Griffith, vice presi-
dent; C. L. Griffith, sec-
retary; M. C. Phillips,
vice president; W. E. An-
derson, Southwestern rep-
resentative; C. A. Wood,
California representative;
E. B. McCreary, New
York manager; Scott
Strahan, Southeastern
manager; A. P. Lovell;
Central states; H. A.
Levy, B. R. Dwyer, I. T.
Suits, R. B. Stutz.

What He Found

1.
The curious packer decided the machinery in the first exhibit could surely slice meat to a "T." He examined the heavy duty U. S. slicers for bacon and dried beef, as well as a lighter bacon slicing model. Sanitary appearance of the equipment and automatic precision with which it handles product, lapping each slice from the machine over the previous one, interested him intensely.

2.
He next stopped to find out some things from Wilson & Bennett about steel containers. There were many displayed, including drums for shortening, lard, tallow, etc., in a wide range of sizes and styles. The E-Z seal cover, with which the drums were fitted, attracted him because he realized how it would simplify cleaning, filling and emptying the container. Since the curious packer believes that even hard-working bulk containers should be attractively dressed, he was interested in the design and finish of these drums.

3.
"Yes-sir, a little water in the wrong place can do a lot of harm," he said to himself as he looked over the Continental exhibit. Drip-proof motors are believed to be the best insurance against hazards of "shorts" in prime movers used in packinghouse departments where moisture is ever-present.

4.
Every meat man likes to see a good display of meat and sausage products and this one carried a lot of appetite appeal. The inquisitive meat man found that Sausatone and soya products of Shellabarger were used in making the meat loaves, pork sausage, bologna, liver cheese and other specialties shown. He declared that a retailer would have an easy job selling a case full of that product.

5 and 6.
Representatives in the Griffith booth met the curious packer at the entrance with a lot of good ideas and had many helpful products to show him. He asked some questions about quick curing and other developments. He was told about distilled vegetable juices, dry soluble spices, sausage colors, Prague salt, the Big Boy electric pickle pump, a meat stringing machine, liquid seasoning and Erado, the packinghouse sterilizing agent.

(Continued on next page.)

Where He Went

7.
CRESCENT MANUFACTURING
Co., Chicago

8.
WIRK GARMENT INDUS-
TRIES, Ligonier, Ind.

9.
WORCESTER SALT COMPANY,
Chicago

10.
SPECIALTY MFG'S. SALES
Co., Chicago

11.
GENERAL FRIGID TRANSPOR-
TATION CORP., New York

12.
BARRETT-CRAVENS COM-
PANY, Chicago

13.
McCORD RADIATOR & MFG.
Co., Detroit, Mich.

14.
THE FRENCH OIL MILL MA-
CHINERY Co., Piqua, O.

The Greeters

7.
E. G. Hamel, Western man-
ager; M. M. Booth.

8.
I. C. Teitelbaum, treasurer;
Ben Rudnit.

9.
John F. Spain.

10.
C. W. Dieckmann, presi-
dent; J. L. Sherman, A.
W. Beck, C. W. Hess,
Philip Ganzhorn, C. W.
Ganzhorn.

11.
Forrest E. Gilmore, presi-
dent; M. A. Cooper,
treasurer; Walter Mc-
Coomb, secretary; G. J.
Brockhaven, James Car-
penter.

12.
E. J. Heimer, vice presi-
dent; C. E. Martin, dis-
trict manager; George
Lillig, A. W. Kreitling.

13.
F. H. Longyear, E. P. Oddy,
sales engineers; P. H.
Barter, sales manager.

14.
C. B. Upton, general man-
ager; J. C. Mellon.

What He Found

7.
"Sniff"—that was a familiar odor and the curious packer set out to find it. It came from Mapleine—the same flavoring his wife uses—the seasoning that imparts a maple sugar taste to manufactured meat products. Mapleine meets all federal and state requirements for use in meat.

8.
Everybody likes a picture of himself, so the wandering packer stopped in for a sitting at the Wirk booth. A cartoonist, dressed in yellow smock and red beret, turned out an amusing caricature in short order. It made the packer chuckle, and he decided to take it back and show it to his wife and friends at the plant. Convinced that everyone has some recognizable characteristics, he came away from the booth with the idea that uniforms, such as the Wirk company makes, might help to establish his firm's individuality when worn by drivers and plant workers.

9.
One of the packing industry's oldest friends—salt—was displayed at the Worcester booth. The curious packer had some questions to ask and found a ready teacher. He came away convinced that the flavor of many of his products depended on salt and determined he was going to use the best quality.

10.
He had always wondered about the principle on which the C-D angle hole, reversible plate worked. His question was answered by an O. K. knife passing slowly over a stationary plate, demonstrating the shearing action obtainable with this combination. These plates have a large cutting area since they contain many holes drilled at an angle. He found as usual that "Old Timer's" exhibit was filled with good examples of sausage cutting equipment. A new aluminum sausage gauge, designed to speed up hand linking, was shown.

11.
Being a motive-minded packer, he found much to interest him in the new truck refrigeration system using anhydrous ammonia. A charge is placed in the truck every two days and cools the truck through simple though ingenious apparatus, operating automatically. A stationary plant, installed at the packer's headquarters, recovers the ammonia after use. General Frigid representatives demonstrated the system in a peddler truck and a larger model.

12.
Having a minimum of storage room in his plant the curious packer was glad to obtain some ideas on storing barrels and drums and handling them efficiently. He found that he could store many bulk containers in small space by the use of storage racks and an elevator hoist for lifting the drums. Other handy equipment shown by Barrett-Cravens included a hand truck adapted to handling drums, lift trucks, etc.

13.
The packer had read about this McCord truck refrigeration system in THE NATIONAL PROVISIONER, so he was glad to have an opportunity to see the apparatus at first hand. A feature is that it uses the same gas for cooling and driving the truck. Various parts of the system were displayed as they would be connected in the truck so that the visitor was able to understand how it worked. Representatives had figures to show operating economies.

14.
The curious packer wanted to know some things about the French drip rendering system developed by this company and those in charge of the booth gave him a good deal of information. They explained various items of equipment, such as the screw press, hydraulic cage press, horizontal cooker, lard cooker and vertical cooker. He examined with great interest the wonderful lard and round sheets of pressed inedible cracklings made by this method.

Where He Went

15.
THE V. D. ANDERSON COMPANY, Cleveland, O.

16.
DARLING & COMPANY, Chicago

17.
JOHNS-MANVILLE SALES CORP., New York

18.
DENMAN TIRE & RUBBER COMPANY, Warren, O.

19.
THE EXACT WEIGHT SCALE COMPANY, Columbus, O.

20.
SHELLMAR PRODUCTS COMPANY, Chicago

21.
TRANSPARENT PACKAGE CO., Chicago.

22.
AMERICAN SOYA PRODUCTS CORP., Evansville, Ind.

23.
ACME STAPLE COMPANY, Camden, N. J.

The Greeters

15.
O. S. Anderson, sales manager; J. C. Lundmark, W. P. Callahan.

16.
T. K. Lowry, superintendent; C. L. Westenhaver, sales manager; Paul Guetzlaff, engineer.

17.
Corydon H. Hall, sales manager insulation division; George E. Hinchliff, J. L. Patrick, Herbert Haverstroh.

18.
H. F. Webster, vice president; W. D. Kleinschmidt, J. F. Schneider.

19.
W. A. Scheurer, sales manager; Arthur Pearlman, J. H. Downer, packing-house sales division.

20.
T. W. Koch, C. C. Williams, J. H. Huse.

21.
I. Barnard, sales manager; M. L. Rosenthal, J. W. Rayney, D. A. Heyne.

22.
Dr. N. F. True, chief chemist; C. Nichols, packing-house specialist.

23.
A. J. Paynter, general sales manager.

What He Found

15.
A working model of the Anderson expeller held the curious packer for a long time. The expeller is used in the meat industry for pressing lard cracklings, tankage, meat scraps, etc. The Anderson company also manufactures bucket type steam traps and other specialties.

16.
Always quick to seek out new operating developments, the curious packer gathered some new ideas on lard rendering at the booth featuring the Lowry equipment. Temperatures used with this circulating rendering unit are as low as 220 degs. Fahr. and rendering time as low as 2 hours. A simple model of the unit, enclosed in glass, was on display. Simplicity of construction and creation of a huge divided heating area are features of the system, adaptable to any plant.

17.
Materials which cage heat and cold, always of interest to the packer, were on display in the Johns-Manville booth, including rock cork insulation, pipe coverings, Superex insulation blocks, asbestos block, fire box brick and cement. Other aids to efficiency included sound control material for offices, industrial flooring materials and wall tiling.

18.
Tires shown in this display are sold exclusively to Institute members and records show they have given excellent service. Cutaway sections showed material and workmanship.

19.
This glittering display of weighing equipment caught the curious packer's eye from a long way off. Scales for almost every packinghouse purpose were shown. Special metals are used in many models to resist corrosive conditions.

20.
"Sausage needn't be anonymous any more," said the curious packer as he examined a new aid for the meat industry displayed in the Shellmar booth. "It can have all the advantages that other branded and named products have." He saw a patented device by which a strip of printed transparent tape can be inserted underneath a natural casing on fresh and smoked sausage. The advertising message or name of the packer can easily be seen by the consumer and retailer. The identification tape flows into the casing at the time of stuffing. It is removed with the casing when the product is used by the consumer.

21.
The curious packer stopped before this booth for a number of reasons. First, it contained a brilliant display of bologna, ham sausage, jellied tongue, salami and similar products clothed in Tee-Pak casings. Second, a revolving turntable displayed the effects obtainable when well-designed trade marks or insignia are printed on the transparent casings. Third, he picked up a copy of IMP, the Tee-Pak newspaper.

22.
Expert counsel on the use of the right kind of soya flour was available here and the curious packer asked many questions from American Soya Products experts about it. Samples were on display and its characteristics were demonstrated and explained. Use of soya flour has greatly increased in the meat industry in recent years and the packer came away from the exhibit convinced that it has a real future.

23 and 24.
Old friends with brand-new ideas greeted the curious packer here. Since he was a stockinette user he watched with great interest a demonstration of a new machine which is designed to give perfect shape to hams and butts by sealing stockinette tightly with a staple. This machine is a material and labor saver, since by using continuous tubing and stapling instead of tying the ends, it cuts labor time 30 per cent and material cost by 15 to 20 per cent.

(Continued on next page.)

Where He Went

24.
THE ADLER COMPANY, Cincinnati, O.

25.
PALMER ADVERTISING SERVICE, INC., New York

26.
MORRIS PAPER MILLS, Morris, Ill.
SELF LOCKING CARTON CO., Chicago

27.
DU PONT CELLOPHANE CO., INC., New York

28.
EMBOSOGRAF CORP. OF AMERICA, New York

The Greeters

24.
Fred C. Cahn, Bob Rosenthal.

25.
E. Russell Palmer, E. E. Peterson, W. F. Deutsch.

26.
Paul Walker, Ralph Denton, W. Lahtinen.

27.
O. F. Benz, director of sales; C. F. Brown, assistant; L. B. Steele, assistant director of sales; M. C. Pollock, promotion manager; C. B. Estabrook, W. G. Hart, R. J. Crowley.

28.
A. Lewis, president; H. I. Lawson, R. A. Lawson, New York; L. B. Sager, J. J. Sager, E. Dennen, Chicago.

What He Found

24.
Another similar machine was demonstrated for stapling the wrapping on butts packaged in transparent wrappings. Since the old method of gluing the loose ends was slow and wasted material, the new machine will lower wrapping and labor costs. Striped bags for identification of premium lamb was another stockinette product that the inquisitive packer saw.

25.
Lithographed sausage display posters, suitable for imprinting with the packer's name, were shown at this booth. A representative explained the plan under which this material could be ordered economically. The posters are similar to those successfully used in the sausage campaign last spring.

26.
"I wonder if I haven't been forgetting that packaging is an important part of selling my products," the curious packer asked himself as he entered the Morris booth. Paper display cartons for many meat products, including tamales, pork sausage, and lard, were on display. Egg cartons with a transparent window in the top through which the housewife can examine her purchase struck a modern note. Self-locking cushion egg cartons for quality eggs are among the specialties of the Self Locking Carton Co.

27.
Attracted by the sound of voices, the curious meat packer travelled on to the next exhibit. Clever merchandising ideas abounded here, most of them based on "Impulse Buying" which Du Pont Cellophane researchers have found is the key to much of the customer's buying behavior in the retail store. Numerous items in the retail food market compete for the customer's attention. To catch her eye, meat products must be on display. Attractive packages have the best chance of securing preferred display.

Occupying a prominent place in the center of this booth two bacon mannikins, Mr. Cellophane and Mr. Slab, a nudist, had an animated conversation, a part of which follows:

SLAB: Hi, there, you, down there on the counter.

CELLOPHANE: Why, hello there, Mr. Slab. What's on your mind? You look sort of sad to me.

SLAB: I am sad. No one seems to pay any attention to me.

CELLOPHANE: I see. Nobody loves you. I wonder why?

SLAB: Yeah, that's it. Nobody loves me. I'm always in the back row. Tell me, just how do you rate a front row seat down there?

CELLOPHANE: That's easy! Did you ever hear that expression, "Clothes make the man?"

SLAB: Sure, I have. But what's that got to do with it?

CELLOPHANE: Well, you see the way I'm dressed up, don't you? Women go for me in a big way. So the dealers just naturally give me a break, and put me down here where people can see me.

SLAB: Yeah, so I noticed! You seem to catch the eyes of all the ladies. But tell me, does it work for all the folks in the meat family?

CELLOPHANE: It sure does. Let me introduce you to a few of my friends. That's Sammy Sausage up there. Isn't he good looking? And there is no mistaking where he came from and who makes him. Meet Henrietta Ham, too. And there's Charlie Meatloaf. He runs around with Bobby Porkbutt, Phil Picnic, Danny Driedbeef and that gang. And boy! they always look clean and neat!

SLAB: Well, do all the rest of those fellows get out on display like you?

CELLOPHANE: I'll say they do, and what's more, when we are on display we have a better chance than the other fellows, like you, who are not dressed up.

The curious packer jotted down a note or two as he left this booth: "wrappings for Holiday meats—Christmas isn't far away; those packaged lamb and beef patties in that case would attract any housewife—have to tell our retailers about that."

28.
"Good looking posters—pretty expensive aren't they? What—I can make 'em in the plant? Let's see how." And so he heard about the simple Embossograf process by which limited quantities of multi-color display cards can be produced economically in the packer's plant. The letters, of colored paper, are stamped into the cardboard sign. Insignia can be imprinted in the same manner and pictures of meat added.

Where He Went

29.
ARKELL SAFETY BAG COMPANY, Chicago

30.
FEE CORPORATION, Vancouver, B. C.

31.
SUTHERLAND PAPER COMPANY, Kalamazoo, Mich.

32.
WM. J. STANGE COMPANY, Chicago

33.
UNITED CORK COMPANIES, Lyndhurst, N. J.

34.
THE VISKING CORPORATION, Chicago

The Greeters

29.
P. J. Morales, western manager; R. Van Doran, M. N. Nellis, W. Galloway, C. E. Loflan.

30.
T. A. Fee, president; R. G. Marshall, sales manager.

31.
R. E. Rutledge, general sales manager; H. H. Murphy, assistant sales manager; D. W. Wilson, E. W. Wilson.

32.
W. J. Stange, president; W. B. Durling, sales manager; T. L. Allen, Ray Beerend, Irving Zeller, V. E. Berry, L. K. Pillsbury, J. W. Graff, A. Fonro, H. E. Allen.

33.
E. J. Ward, secretary; E. C. Ward, J. E. Smith, G. E. Carll.

34.
Erwin O. Freund, president; Howard R. Medici, vice president and director of sales; Albert H. Krueger, sales promotion manager; Edward J. Marum, sales supervisor; Elson B. Cahn, Fred G. Adams, George Perry, Henry Lotka, Julius Lip-ton, D. G. Roberts, F. A. Kennedy, J. V. Milio.

What He Found

29.
At first the curious packer could hardly believe his eyes when he saw paper sacks holding water inside a barrel. But the representatives in the Arkell booth told him that "Arksafe" bag liners and meat covers are specially treated to prevent passage of air and prevent loss through shrink and freezer burn.

30.
Being on the look-out for good operating ideas he stopped next before a complete unit for automatic packing and processing of lard and other shortenings in 1-lb. cartons. Among features he noted about this equipment were tissue spreaders, to insure perfect filling of each package; vacuum no drip, to eliminate spillage; positive weighing; automatic stoppage of the machine if a container is delayed in arrival at a delivery spout and completely automatic operation. The attendant also told him about "Feemogenazation," which improves quality of lard or other shortenings. The machine displayed will handle 4,200 1-lb. cartons an hour.

31.
"Color and attractive design sure do catch the eye," the packer murmured as he made his next stop at the famous Sutherland show. The massed display of cartons drew him nearer and he began to pick out favorites.

"Now there's the one that Jim uses for his lard and there's a neat looking sausage display package with a transparent window."

And since he was considering the use of a new family of packages he examined carefully those in the display. He saw packages successful merchandisers are using for frankfurters, link sausage, casings, eggs, lard and other products. Having an eye for good methods he examined the large photographs showing the Sutherland plants and was impressed with the ability of the company to handle container orders promptly and efficiently. He came away with a great deal of appreciation of the part attractive packaging plays in merchandising meat products.

32.
The curious packer next headed for the Peacock booth. Here he found a great variety of aids for the packer and sausage manufacturer. Peppercream, an extraction of black pepper which carries full flavor, especially interested him. He also was impressed with the clear, clean color of sage, all-spice chili, mace and other seasonings on display. The Stange representative answered his questions about Baysteen, a material for covering delicatessen baked hams; Sani-close, a transparent dip for meat loaves and other specialties, and the Peacock line of casing colors. He also studied the exhibit of blended seasonings made with dryessence of natural spices.

33.
The curious packer did a little pinching and pounding at the next booth. He couldn't quite realize that the huge blocks and sheets piled in a geometrical display were genuine cork. He was soon convinced that they were 100 per cent cork, however, and carefully examined this insulating material which is so important in the meat industry.

34.
An especially noteworthy feature of the exhibits was the beautiful Visking display, which covered the whole center area in the French Room. With lacy sprays of gleaming glass above it, its glittering sides throwing back a multitude of colors, it resembled a fountain of light. The curious packer's eyes had turned toward it a hundred times during his tour of the exhibits and he now moved closer.

Two girls dressed in Cellophane stepped forward to meet him and hand him an invitation to come to the Visking host room on the third floor, where there was a surprise in store for him.

Still curious, a little tired and more than a little thirsty, he moved toward the elevators—.

ABOVE THE LOBBY FLOOR

IN CUSTOMARY fashion many of the exhibitors and other prominent firms well known to the packing industry had comfortable and commodious hospitality headquarters in the hotel. Ample refreshment was available for their many friends and acquaintances, whether hungry or thirsty. Good fellowship and congeniality were always present as one strolled through the upper floors of the Drake and into the different rooms which offered time for a few moments of relaxation and conversation.

Oppenheimer Casing Company.—In true form Harry Oppenheimer presided over the hospitable suite, greeting his many friends from far and near and attending to their wants. He was ably assisted by son Seymour and others of his staff. Martin Hirsch, vice president; Frank A. Louer, general manager; M. S. Holstein, E. O. Johnson, G. D. Nussbaum, Jesse Haber, Myer Samler, I. Greenfield and Sol Martin assisted.

John E. Smith's Sons Co.—President R. G. Smith and the two Richters, W. and W. J., were ready to extend their greetings and felicitations to the many visitors who stopped in to say hello.

Mongolia Importing Company.—This was again a very popular resort and president George Terry was right on deck to see that no one suffered for nourishment. He was aided by Sol Lupoff, New York, and George Reichert.

Milprint Products Company.—With displays of their products about the room, visitors could get some idea of the attractive materials this firm offers to the industry for merchandising meat products. Souvenir canes were passed out to the visitors. Roy Hanson, sales manager, was in charge with several of his sales staff, including Carl Evans, John Stolz, Russell Faulkner, Bill Gainsburg and Tom Smith.

American Can Company.—As in the past these headquarters always had plenty of visitors to enjoy the hearty welcome and true hospitality extended by Canco. A large staff was on hand to be of service for those who desired information on canning problems. H. G. Edwards, general sales manager, was assisted by H. A. Penney, central district sales manager, M. A. Whalen, E. G. Weimer, W. C. Schultz, E. D. Murphy and—of course—Bill Mullaley with that beaming countenance of his.

Brecht Corporation.—An attractive buffet spread of appetizing sausage products cased in Brechteen was a feature. Hospitality was extended to their many customers and friends by Charles Dietz, vice president, Lou Hausman, H. J. Altheimer, H. Crain and J. Coyne.

Shellmar Products Company.—Tommy Koch, sales manager, was a very busy man between being down in the exhibit room and up in the hospitality quarters, but did admirably. Knowing this was too much for one man, he had C. C. Williams and J. H. Huse assisting.

Shellabarger Grain Products Co.—Added to their attractive booth at the exhibit was a very congenial atmosphere in their suite upstairs, where a modern buffet proved quite appealing. A thing to be noticed was the pictures on the walls showing views of their plants. A full staff saw to it that all guests were well taken care of. Besides president W. L. Shellabarger and sales manager A. A. Levinson, there were H. E. Altman, C. E. Connors, F. J. Flaska, Ed Krueger, R. Quinlan, A. R. Runkel and H. Waldman.

Cincinnati Butchers Supply Corp.—One endeared to many in the packing industry was not around this year, the late John J. Dupps, sr., but his spirit was present and the hospitality of the well-known "Boss" organization was capably handled by vice president John J. Dupps, jr., Oscar Schmidt, L. Rosenberg, James Barr, Jason Sabean, William Sweet and Howard Wilson.

Griffith Laboratories.—The Griffith organization was there in full force and the atmosphere in their suite was at all times one of conviviality. President E. L. Griffith, his two sons, F. W. Griffith and C. L. Griffith, and M. C. Phillips, together with their staff, made sure that no one was neglected.

S. Oppenheimer & Co.—Oppenheimer headquarters gave their guests a treat this year and had a very clever artist,

Exhibit Scenes

(See opposite page.)

1. **LARD THAT KEEPS.**—Joe Upton, of French Oil Mill Machinery Co., shows W. F. Price of Dold and W. W. Bowers of Wilson the product made by the French drip lard process.

2. **TASTE TELLS.**—E. L. Griffith, president, Griffith Laboratories, shows staff members how sweetly the meat slices and how nice it tastes with Griffith seasoning. Left to right: S. E. Strahan, Atlanta; Howard A. Levy, Chicago; Mr. Griffith; R. R. Dwyer, Chicago.

3. **CAUGHT IN THE ACT.**—"Old Timer" Charley Dieckmann visits the Visking display and gets a surprise.

4. **KEEPING PRODUCT EN ROUTE.**—Engineer G. J. Brockhaven demonstrates new refrigerated truck at the General Frigid booth.

5. **HOSPITALITY.**—President Sig. Strauss and Lawrence Pfaelzer, Independent Casing Co., ready for their guests.

6. **HELPING TO SELL.**—Tee-Pak girls greet Transparent Package visitors.

7. **SEE YOURSELF.**—Cartoonist at Wirk Garment booth sketches you as others see you.

8. **GIANT SAUSAGE.**—President Harry I. Hoffman, J. S. Hoffman Co., shows a visitor the world's largest Thüringer, 6 ft. long, weighing 62 lbs.

John Charles Thoman, put their physiognomies on paper. C. L. Stix, chairman of the board, again came from New York. President C. S. Beall of the Illinois corporation and president R. M. Altman of the New York corporation were aided by F. Bechstein, R. Bechstein and L. Rosenfeld. Jack Shribman was always wherever you looked.

The Globe Company.—The exquisite presidential suite served for their headquarters and it certainly lived up to its name. A large living room with natural wood fireplace gave a restful atmosphere, while the adjoining rooms were fitted up in style. President Charlie Dodge was host to the many visitors, ably assisted by W. B. Morehead, W. Steffens and Oscar Beiderman.

The Visking Corporation.—Having been told where to go by two eye-appealing lassies dressed in Visking, there were few who hesitated after the invitation was given and they were soon in the Visking headquarters to be met by the cordial hosts. Here they were shown the new No-Jax sausage linking machine and the attractive display case of products in Visking. A buffet table was a tempting sight for cold cuts or grilled sausage. These are the men who made up the host list: President Erwin O. Freund, vice president Howard P. Medici, sales supervisor E. J. Marum, sales promotion manager A. H. Krueger, and Elson B. Cahn, Fred G. Adams, George Perry, Henry Lotka, Julius Lipton, D. G. Roberts, F. A. Kennedy and J. V. Milio.

J. S. Hoffman Company.—A very attractive display in their headquarters of sausage and cheese products. Their usual fine menu of choice cheeses and sausage products were on the buffet table for guests to help themselves. Always known for their friendly hospitality, the headquarters were sure of a visit. President Harry I. Hoffman, vice president Meyer Katz, and sales manager J. W. Clapper know how to be excellent hosts.

Berth, Levi & Company.—Guests at the Berth, Levi suite received as souvenirs a recipe book in the form of a celluloid slide-rule. Hosts were Arthur D. Levi, president, New York; David A. Weill, vice president, Chicago; Martin D. Levi, vice president; Irving Sloman, Al Byk, Mike H. Baker, Al Freud, Jake Reichenbach, Duke Reichenbach, Leo Weglein, Egon Hertz, Donald Smith and Leonard Weill.

Wm. J. Stange Company.—The Peacock brand of hospitality is as fine as that brand of products, and a real good time was had by all guests at the Stange headquarters. President W. J. Stange and sales manager W. B. Durling, with the help of their staff, were on the job to see that there were no dull moments. T. L. Allen, Ray Berrend, Irving Zeiler, V. E. Berry, L. K. Pillsbury and Joe Graff were assisting hosts.

H. P. Smith Paper Company.—All in attendance at the convention were kept abreast of the news happenings in the

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and Leonard

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business world through the courtesy of the H. P. Smith Paper Company, who thoughtfully distributed copies of the Chicago Journal of Commerce in which they conducted a front page of packer convention news with the aid of Milton Van Slyck, market editor. Their suite offered hospitable greetings to all visitors. Hosts were president C. Carr Sherman, Ray Barker, Charles Yagee, Earl Townsend and L. J. Reynolds.

Transparent Casing Co.—Thar's gold in them thar hills—and those who had it stepped right up to the real old-fashioned Western bar and put it on the line. Tee-Pak's Klondike Room gave you an idea of what it was like in those days of the gay '90's when and where men were men. The Tee-Paks must have struck a lode, because they passed currency out to all their friends and visitors for redemption at the bar, and it was as if the gold miners had come to town. This true Western hospitality was taken care of by president R. L. Atkinson, sales manager I. Barnard, M. L. Rosenthal, J. W. Rayney and D. A. Heyne.

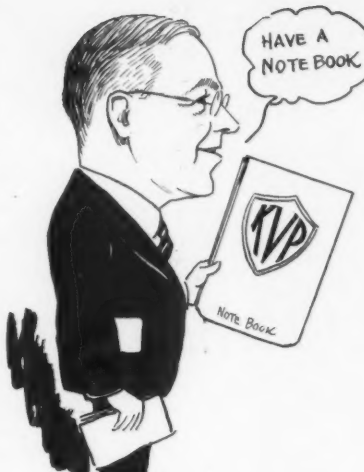
H. J. Mayer & Sons.—In real Mayer style visitors were welcome guests, and if one Mayer was busy there would be another Mayer to act as host. H. J. Mayer, sr., H. J. Mayer, jr., S. A. Mayer and F. A. Mayer were there to greet them.

Staley Sales Corporation.—Very genial hosts were the group carrying the Staley colors. A. R. Staley, manager of the special products division, in attendance at his first packers' convention, was up from Decatur, and sales manager Ray Seipp, who knows about everyone in the industry, saw to it that all guests and friends were put at ease. Assisting was S. D. Snell, Chicago manager. W. E. Squires and J. B. Haig of the Van Loan Company, New York, and C. H. Hanson, of Thompson & Taylor, Chicago, were there too.

Independent Casing Company.—These hospitality headquarters brought back memories of last year with the canopy-covered buffet at the far end of the room and the same Continental atmosphere. Hot frankfurters, cold cuts and variety of cheese welcomed the hungry visitor. Popularity must be deserved, because there was usually only standing room. Vice president Laurence Pfalzer was master of ceremonies, assisted by treasurer C. A. Raynor, secretary B. A. Geier, G. G. Fisher, H. W. Strauss, C. T. Stohrer, I. L. Hirsch, P. O. Hantover, Samuel Isaac, Elmer Freud, Harry G. Stohrer and A. E. Weil. President Sigmund Strauss was there to see that orders were carried out and brought in.

HIS MAIDEN SPEECH

Charley Dodge made his maiden speech at the engineering section meeting. He was shaking in his shoes beforehand, but when he got through they made his ears burn with their compliments.



GENIAL AND HELPFUL

Dave Kennedy of the Kalamazoo Vegetable Parchment Co. aided many a packer to make notes of the convention proceedings.

CONVENTION NOTES

One of the many sausage experts present was G. W. Freyler of the Columbus Packing Co.

Jos. W. Salus, head of A. Salus & Son, Philadelphia wholesalers, is also a banker and president of the Broad Street Trust Co., one Philadelphia bank which did not fail. He brought Mrs. Salus.

A happy Ohio quartet was made up of Louis Sucher and wife of Dayton and Herman Falter and wife of Columbus.

W. G. Moody, general sales manager, Houston Packing Co., made a genial and able representative in the absence of president G. L. Childress.

What vice president Byron G. Benson of Armour doesn't know about beef isn't worth knowing. Also a lot of other things about the packing business. And withal he is a genial gentleman.

Fred Early was there early and stayed late, as is his habit in industry cooperation. Fred's a packer as well as a casing man, did you know it?

Exhibits Are Attraction.

(See opposite page.)

1. Johns-Manville, Inc.
2. Wilson & Bennett Mfg. Co.
3. American Soya Products Corp.
4. Shellabarger Grain Products Co.
5. Acme Staple Co. (A. J. Paynter, sales manager, shows Bob Rosenthal how stockinette bags are made like lightning.)
6. United Cork Companies.
7. Du Pont Cellophane Company.
8. The Visking Corporation.
9. Wm. J. Stange Company.
10. Specialty Manufacturers' Sales Co.

Tobin Packing Co., Fort Dodge, Ia., was represented by superintendent Einar Udbye, sales manager F. W. Hagerman, livestock buyer Walter Cassteel and engineer F. W. Marlow. Fred Tobin, who tosses three balls at the same time, was there also. So was Big Bill Codling of Albany. A great bunch, all the way from Albany via Rochester to Iowa.

Joseph Sokolik, son of the head of H. Sokolik & Co., St. Louis packers, is a student at the University of Chicago, and determined to urge industry leaders to pay more attention to educating young men in the packing business.

Ben Grunstein, Hoboken, N. J., wholesaler, is bringing up his son William in the business. Ben and William might be taken for brothers.

C. T. Lenzke of Detroit, who knows most of what there is to know about meat operations, was telling about a new meat loaf retainer he has been figuring out.

Ed Clair of Republic Food Products was host at several dinners for trade guests, a custom he has carried on for years.

"Pinch Hitting for Jones" was the title of a comedy enacted at the sausage luncheon. It seems W. D. of Boston, who was to have been toastmaster, was called away or mysteriously disappeared. Everybody was willing to "pinch hit" for him, but Paul Trier got the assignment, and made a home run.

Why pay 4c each for sugar pills when liver sausage will take their place as a vitamin energizer? asked Oscar Mayer. Never thought of it that way before, had you, Mr. Sausagemaker?

C. A. Rolfes, Wilbur H. Turner, Edward J. Louis and J. G. Gahill represented the Heekin Can organization.

A surprise visitor was W. G. McLeod, general superintendent of Canada Packers, Ltd., which operates 7 plants in Canada. With typical Canadian modesty, Mr. McLeod soon made himself scarce.

Max F. Richter, of E. H. Richter & Sons, Springfield, Ill., packers, was another visitor.

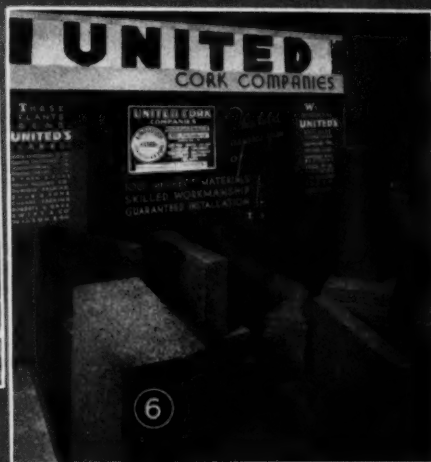
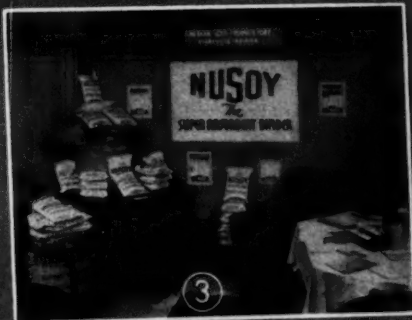
A. H. Major, president, Major Bros. Packing Co., Mishawaka, Ind., was detained by a recent automobile accident, and was represented by that well-known operating expert, superintendent R. G. Denton.

A. G. Ackermann, LaCled Packing Co., St. Louis, Mo., had a good time at all meetings.

Victor Carlson, Rapid City Packing Co., Rapid City, S. D., was another first-time convention attendant.

Phil Tovrea's movies made a hit. Everybody wants to "doll up" their beef on Tovrea's styles now.

The—5 Eckrich brothers 5—did not miss a bet during the five days, either trade tips or otherwise. No wonder Dad can go to Florida for the winter.



WERE YOU THERE?...

● Random Recollections of the Eleven Hundred

BIGGEST convention in many years! More than 1,100 registrations in the 5 days of the meeting.

"What's coming?" "How shall we meet it?" Those questions and others in the minds of the industry explain the attendance.

Those who came heard a lot in convention sessions, and talked over a lot more "off the record" outside the meeting rooms. Some plain things were said in meeting, and plainer talk was heard in the corridors.

Problems of the industry can be settled within the industry, said chairman Frank Hunter. There follows a big "IF"—which may be left to the imagination of the packer reader to interpret. Most of them can!

There was some hot stuff in the sales meeting, and some hotter in the sausage session. Censors were absent, and men said what they thought about sales policies and merchandising methods.

It did packers good to mingle in the meeting place and in social gatherings, and in spite of everything the barometer of optimism rose steadily, as all looked forward to a brighter day.

Hospitality was at a high-water mark (not all water) and some thought it was a little too high in the upper regions. Nevertheless it made for better feeling.

Thirty years of conventions have seen many changes. Charlie Herrick dug up old convention rosters of years ago. How many are now among the missing! The roll of honor with the laurel wreath around it is long and impressive.

New faces this year were more numerous than ever before. This is a good sign. Hope for the future is in the young men and in the new men. Meat packing is the nation's first industry, and it does not lack for recruits, judging by the evidence.

The new head of Armour is not a recruit, though a newcomer in association counsels. Mr. Cabell set a splendid example of plain speaking and canny suggestion, and he will have eager listeners when he talks again. Packer leaders need not be modest in speaking when they have something to say. Frank Hunter is another fine example.

New faces in the board of directors were welcomed—men like Tovrea of Arizona, Howland of Chicago, Birrell of Pennsylvania, Kohrs of Iowa and Danielson of Washington state.

Public education on the value and uses of meat is not being neglected, as was shown by the talks of Swift, White and Pollock, reporting the ac-

tivities of the Institute and the National Livestock and Meat Board. Both organizations are doing great work.

This was the first convention Dr. John R. Mohler has not attended in many years, and his presence and counsel were missed. His wife was very ill, which kept him at home.

John B. Cook, of the Platte Valley Packing Co., Scotts Bluff, Neb., was one of the newcomers. He played quarterback of the University of Nebraska team captained by a tackle named "Tim" Corey, whom you will recognize today as an able Hormel executive.

Wm. Graney, of the Rose City Packing Co., Newcastle, Ind., was another first-timer. He picked up many valuable points.

Vice chairman Geo. A. Schmidt was in Europe, and the Stahl-Meyer organization was represented by vice president Otto Weber.

Harry Carr, of Libby, McNeill & Libby, was another absentee due to travels abroad. His familiar quiet smile was missed.

The Dold organization was represented by president E. C. Andrews (bringing a cold with him), vice president W. F. Price, secretary J. N. Scully and I. Schlaifer of Omaha.

W. B. Allbright, dean of the equipment fraternity, came in proudly showing a golf score of 95 made the day before. Pretty good for three-score-and-ten. He's a sailor, too.



SERVICE HIS MOTTO.

L. E. Griffin, P. G. Gray & Co., Boston, looks back on 40 years of service to packer clients with a lot of pride.

A surprise visitor was former president M. J. Hennessy of the Dunlevy-Franklin Co., Pittsburgh, who recently returned from a trip around the world, and is now heading for a winter in South America. Pretty soft, this retirement stuff!

Another gentleman of elegant leisure who made his friends happy by a visit was former vice president Guy C. Shepard of the Cudahy Packing Co., who plays golf around Chicago in the summer and in Arizona in the winter. Guy still has his full supply of good stories.

From away out northwest came T. A. Fee, president of the Fee Corporation, Seattle, Washington, and Vancouver, B. C., to exhibit his very latest contribution to the packaging of compounds, lard, etc. This was Mr. Fee's first convention since the one held at the Stevens some years ago. He was assisted by his sales manager, R. G. Marshall.

A big man in more ways than one is R. C. Pollock, managing director of the National Live Stock and Meat Board. He not only graced the convention with his attendance, but contributed an unusually fine talk on a subject very near and dear to every packer's heart.

Max Salzman was a happy individual, undoubtedly well-pleased with the success of his new company. The slogan of his company is "Sausage: Finer Tasting in Natural Casings."

Since the last convention we have Tom Zapf in a new capacity, where he is very happy and doing very well. His connection is with the West Carrollton Parchment Co., and he was on hand greeting his many friends and acquaintances.

Arthur Levi, president, Berth. Levi & Co., came on from New York to spend Sunday, Monday and Tuesday at the meeting. Dave Weill, vice president, and Martin Levy, general sales manager, both of the Chicago office, were on hand to contribute their bit to the happiness and convenience of the visitors.

A great big smile and a good strong handshake is always forthcoming from Frank Louer of the Oppenheimer Casing Company. Indeed he is a prize for H. D. O.

Fred Cahn and son-in-law Bob Rosenthal are certainly busy individuals. Everlastingly trying to find ways and means to save the packer money and improve his manufacturing and merchandising operations.

Engineers par excellence are George Mulloy and J. F. McGillivray of the firm of Brady, McGillivray & Mulloy. They are doing a real job for many packers around the country. They were in attendance at all sessions and kept busy giving much more than they were taking.

President Ed Schenk of the Columbus Packing Co. is a worthy example of the well-known Schenk family. Ed

was on hand, busily engaged exchanging ideas with his many friends.

C. B. Upton and Joe Mellon of the French Oil Mill Machinery Co. are very much pleased with the way in which the industry has accepted the lard produced by their drip system.

Bill Gruendler, of the company bearing his name in St. Louis, was an interested visitor.

Stanley Baldwin, general sales manager, accompanied J. V. Jamison, jr., president of the Jamison Cold Storage Door Co., to the convention. We must have our cold storage doors, and Jamison can provide them.

The Kahn family was represented 100 per cent at this convention in having in attendance Louis W. Kahn, Albert H. Kahn and Louis E. Kahn. "Bud" Kahn has been taking a very active interest in Institute work, and his address at this year's convention was accepted with much enthusiasm. Sales manager R. L. Treinen was also in attendance.

Smith, Brubaker & Egan, architects and engineers serving the meat packing industry, were in attendance and interested observers of the forecast of the future.

H. H. Ferguson, of Kingan & Co., who has been very active in the most recent developments in merchandising and packaging by his company, made a hurried trip to attend the Friday meetings and then had to return to Indianapolis.

P. Hicks Cadle, "Old Plantation" seasoning expert from Birmingham, Ala., was unable to attend. He sent his regrets, with the hope that he will not have to miss another convention.

Milt Goldberg, Harry Levi & Co., was a busy individual greeting many friends from near and far.

The May trio was Sol, Leo and Sylvan. Sol May is well known to the industry as the originator of sewed casings and president of the Patent Casing Company. Leo May, his brother, is in charge of production for both the Patent Casing Company and the May Casing Company, and Leo's son Sylvan is concerned with both manufacturing and merchandising activities.

Ben H. Rosenthal is from the Lone Star State. Ben was a very busy man during the meeting, as his business has offered a real service to many packers throughout the country whom he was able to contact during the meeting.

Carr Sherman, president, H. P. Smith Paper Co., provided up-to-the-minute information each day in presenting to all a copy of the special editions of Chicago Daily Journal of Commerce which he assisted in preparing.

Proper packaging for meat products is the job taken seriously by the Sutherland Paper Company, and they had vice president and general sales manager Bob Rutledge and his assistant, H. H. Murphy, on hand to be of any assistance possible.



HUSBANDS AND WIVES.

1. W. F. Price, Jacob Dold Packing Co., Buffalo, and Mrs. Price.
2. W. F. Cox, Georgia Packing Co., Thomasville, Ga., and Mrs. Cox.
3. Edgar Danahy, Danahy Packing Co., Buffalo, and Mrs. Danahy.
4. Ed Clair, Republic Food Products Co., Chicago, and Mrs. Clair.

Ira Newman, of "cure it or store it" fame, was more than pleased with the attention given to his wife's art exhibit which was on show at the Drake at the same time as the convention. Ira managed to give both his wife and the convention the attention necessary. Many art lovers among packers enjoyed Mrs. Newman's marvelous landscapes and flower pictures.

Conrad Yeager, familiarly known to the industry as "Con," is celebrating fifty years of activity in serving the meat packing and allied industries. It will be remembered that he was with Wolf, Sayer & Heller years ago and built up a wide acquaintance all over the country, and has been active ever since in his contacts for his own company, the Con Yeager Company of Pittsburgh. In a future issue of THE NATIONAL PROVISIONER the history and activity of this well-known figure will

be described. It will be interesting to his large number of friends and acquaintances, as well as the entire industry.

Matt Brown, of the Great Falls Meat Co., Great Falls, Mont., came a long way, but said it was well worth the time.

Henry Manaster and Seymour Manaster were doing the honors for Harry Manaster & Bro. Their Eastern representative, E. C. Hayden, was also in attendance. "Ned" is a leading Baltimore trader.

Fay Murray had a birthday recently, but he didn't tell anybody, so we won't say anything more about it. It didn't affect his attendance at the convention, however.

Henry Belz, president, J. H. Belz Provision Co., St. Louis, can be admired for the way in which he is carrying on after losing both his brother and his father within the last eighteen months. Henry found this year's program of much interest.

Al Gehring, Ideal Packing Co., Cincinnati, has become a regular convention attendant. Keep on coming, Al!

Roger Sprague, who heads up the packinghouse division of the Baker Ice Machine Co., Omaha, was an interested visitor. He specializes in air conditioning.

Doing things thoroughly is a habit with Walter Frank in his business at Milwaukee, and he is the same with his activities in connection with the National Association of Sausage Manufacturers. Walter, unfortunately, could not attend as many meetings of the convention as he would have liked, but he was there in spirit when not present in the flesh.

President Charles Dodge, of The Globe Company, and sales manager Morehead were busy entertaining in the presidential suite at the Drake hotel, which was their headquarters. "Just the best of everything" would be a good slogan as applying to these fellows.

A busy man indeed was Harry Shulman, of Hammond, Standish & Co., Detroit. Harry's position with his company brings him in contact with almost every phase of the business and, therefore, every meeting during the entire convention was of prime interest to him.

Down in Tennessee our government has been very active, but they have nothing on our own Dave Madden, of the East Tennessee Packing Co. Doing things up right is Dave's slogan, and that's why he takes in the convention almost every year.

Hygrade Food Products Corp. was well represented, including president Sam Slotkin and vice president Arthur Cushman.

H. P. Henschien, renowned for his ability to build packing plants, was on

hand and on many occasions observed in huddles with packers from all directions. Somebody must be going to improve plant conditions, and they most certainly have gone to the right place.

Wm. J. Stange and all the lads (that is, most all of them) were on duty and on guard during the convention. The sales staff is headed up by Bill Durling, who welcomed convention visitors with the aid of many of his salesmen who are well acquainted with the trade. Too bad the camera missed fire.

Oven manufacturers are quite naturally interested in the progress made by the industry in "ready-to-serve" meats. Therefore, the interest of H. R. Transue and W. J. McBeth, of Union Steel Products Co., Albion, Mich., in convention discussions was intense. Superior ovens manufactured by this company are used by packers all over the country.

Edgar Danahy, Danahy Packing Co., Buffalo, drove to Chicago with Mrs. Danahy, taking in the Notre Dame-Pittsburgh game en route. Mr. and Mrs. Danahy have so many friends that they experienced difficulty in getting to the meetings on time.

Superintendent Bob Denton, Major Bros. Packing Co., Mishawaka, Ind., was another executive who didn't have to cover much ground to get here. Mr. Denton is interested in methods for improving product and operations, and his plant is a fine example of his up-to-date policy.

Treasurer and general manager James Burt, of Taylor Packing Co., Pleasantville, N. J., represented his company. Mr. Burt is also an Atlantic City real estate operator. This should be especially interesting during certain late summer months.

From Detroit came sausagemen Pfahler, Hamel and Killian. Although each is president of a company bearing his name, any thought of competition was put in the discard as they enjoyed the many high points of the convention together.

J. A. Sartwelle, Port City Packing Co., Houston, Tex., was again a visitor. He is the creator of the famous Houston Fat Stock Show. Did he ever tell you about the steer he has trained to stalk Canada geese? If you know how hard it is to sneak up on these birds you will appreciate it—it's a true story, and he will prove it if you go to Houston and help him do it.

R. S. Scott, sales manager, Home Packing Co., Terre Haute, Ind., represented our old friend Ike Powers at the convention.

Ed James is exclusive. He had his hospitality headquarters at the swank Lake Shore Drive hotel. Well patronized, of course, considering Ed's long list of important clients.

W. V. Jamison, jr., president Jamison Cold Store Door Co., has only missed one convention in 30 years. Just as young and genial as ever.



STYLES UP TO DATE.

In spite of pessimism on purchasing Fred Cahn seems to have no trouble in selling packers the latest styles in clothing.

Ben Rosenthal, the latest Dallas sensation, arrived with his superintendent, Zola Short, and his sausage manager, Harry Rosenthal. Ben is going great with his new plant.

Wallace B. Keim, Nampa, Ida., exponent of "Bestever" products, represented the H. H. Keim Company, and visited his native Hoosier heath on his way home.

Joseph Foster II (there is another Joseph Foster) made his first convention in five years. The Foster Beef Co., Manchester, N. H., is going places.

M. L. Steiner, president, Steiner Packing Co., Youngstown, O., and city father in odd hours, was on hand.

Mrs. Will Schluderberg of Baltimore and Mrs. Max Loewenstein of Detroit were among the belles of the ball at the dinner dance.

Roy Howland and Ned Dunnett, the twin presidents, helped to make the party a success.

Anton Stolle, veteran Richmond, Ind., packer and charter member of the old association, brought his beef buyer, Richard Bakeman, with him.

Albert O. Luer of Los Angeles is one of the grand old men of the industry. With 2 sons in the business, 18 grandchildren and 4 great grandchildren, he is at the plant early every morning to do the livestock buying. Mrs. Luer, as young as he, was with him at the convention.

Picture Gallery

The Candid Camera Man of THE NATIONAL PROVISIONER was so busy at this year's packers' convention that he did not get all his pictures finished in time for the 1935 Convention Number.

Many more interesting convention scenes and personalities are saved for succeeding issues. Watch for them on the "UP AND DOWN THE MEAT TRAIL" pages.

L. E. Griffin of Boston still holds the packers' terpsichorean record. Can he dance? Ask the ladies.

Otto Finkbeiner of Little Rock put on a sensational "comeback" this year as a convention booster and cheerleader. Who led in singing the good old songs at the dinner dance?

The youngest couple on the dance floor Monday night were Henry Fischer and wife of Louisville. The years pass over Henry easily.

Thos. H. Glynn, Welsh Packing Co., Springfield, Mo., chaperoned Rufus McVey and Arthur Hermann of the Springfield Packing Co. Tom is a great industry booster as well as a smart packer.

Alex. Brooks of New York had a reunion after 25 years with Tom Hanley of THE NATIONAL PROVISIONER DAILY MARKET SERVICE. Maybe they didn't talk over old times.

L. C. Wilson, Buffalo, N. Y., packer, was a first-time visitor and was busy being entertained and informed.

J. T. McMillan, president, J. T. McMillan Company, St. Paul, had to miss the convention because of business matters. He has been a faithful attendant, and hated to miss the meeting.

Ralph R. Arne, of Prentzel & Arne, New York brokers, was at all the meetings.

James Burt, Taylor Packing Co., Pleasantville, N. J., and Chas. R. Bergstrom, Almo Dressed Beef Co., San Antonio, Tex., celebrated their first Chicago convention.

F. A. Kennedy, Philadelphia, was a Visking visitor. That's a great sales organization under Howard Medici.

Ed Auge, Auge Packing Co., San Antonio, Tex., was among the Southern packers at the meeting.

For the first time on record, both a father and his son received service buttons this year in recognition of having spent half and a quarter of a century, respectively, in the packing industry. They are George M. Peet of Chesaning, Mich., founder of the packing company which bears his name, and his son, Harley D. Peet, now president of the firm.

E. D. Henneberry, of Hull & Dillon Packing Co., Pittsburg, Kan., is a yearly attendant at conventions. He is a fine example of the upstanding younger generation upon which the industry depends for its future greatness.

What packer has killed more hogs in 1935 to date than for the same period in 1934? The East Tennessee Packing Co., of Knoxville, so ably headed by D. G. Madden.

Meyer and Max—Meyer Kornblum and Max Guggenheim were recounting their experiences as pioneer handlers of beef in Chicago and New York. To hear them "abuse" each other one would never think they are the very best of friends.

H. H. Corey, vice president, Geo. A. Hormel Co., was back on the job again this year after having missed the last convention because of an accident. You can't keep a good man down!

Frank Du Bois, alert and efficient manager of N. Auth Provision Co., of Washington, D. C., was on hand. His company now is the only packer in the "city which knows no depression."

One missing at the convention, and one missed by the many who know and love him, was T. W. Taliaferro, of Hammond Standish & Co., of Detroit. Fortunately he was well and ably represented.

Fred G. Vogt of Philadelphia knows of the processing tax troubles of the packers, but believes the skimping in quality in products works far greater injury to the industry.

Max Loewenstein of Detroit and Bob Colina of Omaha were seen in earnest conference. Heaven alone knows what they were planning, but it is as good as accomplished.

Lorenz Neuhoﬀ, jr., Lynchburg, Va., was at the convention accompanied by Mrs. Neuhoﬀ. This worthy son of a worthy sire is carrying on the traditions of his family in a new city and state, and his friends wish him continued success. The industry well remembers his father and uncle—Lorenz, sr., and Henry—who always attended conventions.

W. C. Gehrmann, Kohrs Packing Co., Davenport, Ia., was on hand to "Carry on" as did his splendid father, the late W. H. Gehrmann, who was for many years an active member, officer and director.

J. S. Scala, head of the Scala Packing Co., Utica, N. Y., was on hand, as he has always been since becoming associated with the industry. "Jimmy," like many other small packers, has found there is other livestock than hogs, and other meats than pork. He has been making some profitable experiments in the realm of general packing, and has thus eliminated some processing tax worries.

Jacob Foster II, Foster Beef Co., Manchester, N. H., had quite a time trying to get home. Just as he finished one call he was hooked up on another. He finally wound up in Washington.

Milton Starsky, youthful and able president of Home Packing Co., Toledo, O., managed to take time from his business and construction program to be present.

Sidney H. Rabinowitz, president, Colonial Provision Co., Boston, was the center of interested groups of listeners to whom he explained the many innovations of construction to be found in his new plant.

Crocker Packing Co., Joplin, Mo., and Okmulgee, Okla., was represented by its president, John L. Crocker, who never misses a meeting.

E. E. Peters, jr., Peters Packing Co., McKeesport, Pa., was on hand with Mrs. Peters. He could be seen attending the meetings with pencil and paper poised, so that he might jot down all good points.

Oscar F. Focke, president and general manager, Wm. Focke Sons Co., Dayton, O., kept the rest of the family at home working while he came to pick up available ideas which might be used in celebrating the sixtieth anniversary of the company this month. One of the best-known members of this organization is sister Irene Focke, whose sales ability is something remarkable.

Leo Lavin, Sugardale Provision Co., Canton, O., represented his company. This organization has always been noted for its interest in new developments. Sugardale has also carried on experiments from which have come some revolutionary changes.

Earl W. Hughes, treasurer, Hughes Provision Co., Cleveland, brought Mrs. Hughes. Mr. Hughes is a golf player, but says he is completely overshadowed by Mrs. Hughes, who has been club champion for the last four years.

Mr. and Mrs. W. A. Kearns, with daughters Lucille and Margaret, represented the company bearing their name in Mansfield, O. Mr. Kearns' hobby is feeding livestock, and he maintains a fine farm for the purpose. It would seem that he has difficulty in balancing the two units. It is just possible, with the government's frowning on holding companies, that he may run afoul of Uncle Sam in buying livestock, selling it to his farm, then selling it back to his packing company.



EDITORIAL COMPETITION.

If you knew his journalistic past you would understand why I. Barnard made such a howling success of the *Daily IMP*, which ran for four days and beat all records. He can also sell Tee-Pak casings.

Kuhner Packing Co., Muncie, Ind., had four of its men on the job—Fred Dick, Wm. J. Manning, Robert Kuhner and Howard Judy. They are some of the men who have made it possible for this company to be one of Indiana's largest and best.

W. "Ben" Smith, Theurer-Norton Provision Co., Cleveland, combined convention work with visiting son Don, who lives in Chicago. Mr. Smith is a real champion of good-looking trucks; for that reason the fleet which bears the "Paradise Brand" name will command attention and admiration anywhere.

Fred Krey, president, Krey Packing Co., St. Louis, whose biography is a real success story, was on hand. Mr. Krey has three loves—family, business and pinochle.

John W. Rath, president of the great company which bears his name, did not let convention activities interfere with his keeping posted on up-to-the-minute market quotations supplied by THE NATIONAL PROVISIONER DAILY MARKET SERVICE.

President A. C. Ackerman, Laclede Packing Co., St. Louis, "bore the standard" for his company.

Hammond Standish & Co., Detroit, was ably represented by Harry Shulman, one of the outstanding engineers of the industry. Mr. Shulman brought two Hammond Standish men—Jacob Rohr and Andrew Miller—both of whom have rounded out 50 years' service in the industry, for which they were decorated on Monday.

President H. H. Meyer and vice president George Schlereth, H. H. Meyer Packing Co., Cincinnati, did the honors for their company. Here is another organization which has won real recognition through the high standard of its products.

Joseph Barkowski, sausage foreman, Chico Meat Co., Chico, Cal., has been enjoying an extensive tour of the country, stopping off for the convention.

William Schroth and Uncle Michael Schroth, J. & F. Schroth Packing Co., Cincinnati, were at the meeting. It is probable that William will bring a manager to next year's convention, which will represent a serious loss to Western Union and the telephone company.

Philadelphia was largely represented. President Joseph W. Salus and Mrs. Salus of A. Pincus & Son; Albert A. Pincus, of A. A. Pincus, Inc., and Harry Batt, of Philadelphia Boneless Beef Co., all came with Harry K. Lax of F. C. Rogers, Inc., and Mrs. Lax. Although this is nearly the twelfth convention for Mr. Lax, it was the first for the rest of the party. Mr. Lax was able to see that nobody missed anything.

Oscar Emge, of Emge & Sons, Fort Branch, Ind., kept track of proceedings for his organization. This firm recently completed a new plant which is

very modern, and which provides the largest source of employment for the town in which it is built.

W. H. Butcher, Butcher Packing Co., Oklahoma City, was much interested in all proceedings. He is especially anxious to improve his tank house operations. In addition to his packing operations, Mr. Butcher owns land which not only produces oil, but which is also the source of natural gas which he burns in his plant.

W. W. Weis, Weis Packing Co., Maysville, Ky., in addition to being an able packing house executive, can certainly play golf. He enters most of his state's tournaments and usually takes his competition over the hurdles.

Frank O. Stephens, E. W. Penley Co., Auburn, Me., is a saddle horse enthusiast, and proud of his fine animals. He is also a social light, as his popularity at the dinner dance attested.

L. A. Sucher, secretary-treasurer, Sucher Packing Co., Dayton, O., was able to leave his office for a few days. Louis hardly ever misses a meeting.

Guy Manuagh, secretary-treasurer, Sandusky Packing Co., Sandusky, O., left a building program which is nearing completion in order to be at the convention. Incidentally, he still smokes cigars in his amber holder.

Norman L. Hofmann, Syracuse, N. Y., kept up with proceedings for his organization, one of the best-known in New York state.

Walter J. Decker, Val Decker Packing Co., Piqua, O., didn't seem to have an idle moment. This organization ships all its products by truck, regardless of distance.

Joseph Dziminski, Pasco Meat Products, Buffalo, N. Y., is a real sports enthusiast. It doesn't make any difference what particular game you may be interested in, he can discuss it with you.

Gus Juengling, jr., Gust Juengling & Sons Co., Cincinnati, brought Mrs. Juengling with him. He goes to Florida each winter for the fishing, and is already planning for this year's trip.

Maurice Rector, sales manager, Griffith, Ltd., Toronto, Canada, was visiting Chicago at a very opportune time, and took in the convention with the rest of the Griffith organization.

H. K. Becker, vice president, Peters Machinery Co., Chicago, is a very busy man these days, but did manage to get to the convention for a few hours and meet many of his friends in the packing industry.

Ralph B. Vernon, McElroy & Vernon, brokers, Ottumwa, Ia., came in for the last part of the convention and seems quite optimistic on the future outlook for the industry.

Chet Smith, Arbogast & Bastian's general manager, forsook Allentown and the Lehigh Valley for a few days to visit his many friends and acquaintances at the convention. He reported he was having a good time.



PAIRS OF ACES.

1. S. A. Mayer, of H. J. Mayer & Sons, and A. F. Jaumann, Diamond Crystal Salt Co.

2. A. R. Staley, Staley Sales Corp., and S. S. Snell, Chicago representative.

3. Ernest F. Urwitz, Dryfus Packing Co., Decatur, Ill., greets John J. Dupps, jr., Cincinnati Butchers' Supply Corp.

Immaculate A. C. Bolz, vice president and general manager, Oscar Mayer & Co., left the Madison plant in others hands while he took in the convention. He appeared to be in a happy mood, so nothing was discussed about the political or football situation at Madison.

William E. Felin, Philadelphia, and James Burt, Taylor Packing Co., Pleasantville, N. J., were seen together quite a lot during the convention. Being near neighbors and also in the same business, they have a lot of common interests and problems.

Howard Eastwood, smiling manager of the Albert Lea Packing Co., who hails from the South, attended the convention and received a hearty welcome from his many loyal Northern friends.

A. L. Beaver, The Humko Co., Memphis, Tenn., was an interested visitor at sausage meetings.

Mr. and Mrs. Max Loewenstein, S. Loewenstein & Son, Detroit, Mich., had a good time at the sausage luncheon, the dinner dance and all the other festivities.

Mrs. Harold DeFord, wife of the well-known Chicago broker, entertained

at luncheon on Tuesday at the Drake hotel in honor of Mrs. Harry K. Lax of Philadelphia.

Mrs. P. E. Tovrea, of Phoenix, Ariz., was guest of honor at a luncheon given at the Illinois Athletic Club on Friday by Mrs. Frank N. Davis. Guests were Mrs. Chas. H. Dodge, Mrs. Walter Best and Mrs. Leo J. Syke.

Sidney H. Rabinowitz, with an efficient new plant to his credit, was chaparroned to the convention by Earl E. Sabean, of the Worcester Tram Rail Company, who is given much credit for planning Colonial improvements.

A familiar face of years back was that of William H. Knehans, well-known architect and engineer, who is now headquartering in St. Louis.

Among the new faces at the convention was H. H. Droste of the Jas. H. Forbes Tea & Coffee Company, St. Louis. Mr. Droste took in the occasion 100 per cent by being in attendance from Friday to Tuesday and attending both the dinner dance and the annual banquet.

Chalk up another convention for the famous scribe-saw team and entertainers par excellence—Best and Donovan.

Treasurer H. Harold Meyer of Cincinnati got in just in time to view the last performance of "Tobacco Road" before Mayor Kelly said "No, no, naughty, naughty!"

"Dick" Smith, president of John E. Smith's Sons Company, was supported by the genial Walter Richter, vice president and Western sales manager.

The many friends and acquaintances of Jack Wesley, vice president and sales manager, Rhinelander Paper Company, were saddened to learn of the passing of his wife on Saturday morning. A baby daughter was born to Jack and his wife on Monday, and everything seemed to be going well, when suddenly on Thursday Mrs. Wesley took a turn for the worse and passed away on Saturday morning. Among the pall bearers was Joseph X. Gubbins, Paterson Parchment Paper Co. The heartfelt sympathy of Jack's numerous friends and acquaintances was evidenced and expressed. Mrs. Wesley had often been a popular attendant at conventions.

Rufus McVey and Otto Herrmann, Springfield Packing Company, Springfield, Mo., found this convention a most interesting one.

Clem Echrich, Kalamazoo, with his usual interest in equipment and methods for reducing costs and bettering quality of products, was a close listener to the papers and addresses at the various sectional meetings, particularly the section on engineering and construction. Clem likes the idea of air conditioned smokehouses, and was seeking all possible information on them. If they will aid him in producing better smoked meats, and he thinks they will, he wants them.

The slightly heavy-set fellow with auburn hair and hailing from St. Louis was Louis Menges. Well-known throughout the industry for his ability in designing plants, he was kept busy greeting his many friends and acquaintances.

Although making trips to Chicago usually at least once a year, this was the first convention attended by W. F. Cox, Thomasville, Ga. He was accompanied by friend wife. The name of the Farmers Meat Company will be changed to the Georgia Packing Company on November 2, and during Mr. Cox's visit to the convention on this occasion he became a full-fledged member of the Institute of American Meat Packers.

Bill Durling, vice president in charge of sales, Wm. J. Stange Company, left on Friday following the convention in search of big game. Canada will be host to Bill and his big gun for a few days.

One who has never missed a meeting in 30 years is Charles Christman of the West Carrollton Parchment Co. Charlie was on hand during the entire meeting and said it was one of the best he had ever attended.

That big, broad smile so much in evidence was displayed by Ira Lowenstein, president of the Superior Packing Co. He has good reason to be happy, as his new plant at St. Paul is nearing completion and is one of the finest of its kind in the country. Dick Mager of the St. Paul plant also attended the convention.

Harry L. Sparks, the well-known livestock order buyer from St. Louis, kept busy exchanging information with his many friends in the industry.

"From Kalamazoo comes the best for you" might be a good slogan for the KVP staff, which was represented at the convention by Dave Kennedy, Jim Greenlee and Frank Eaton.

Walter Reineman, president, and Bill Fried, vice president, Fried and Reineman Packing Co., Pittsburgh, were busy individuals passing on practical suggestions which have worked out profitably at their plant.

From the Steel City came George Hess, who needs no further introduction. George has been a very busy individual working out the problems of his Oswald & Hess Co., and reports the outlook most encouraging.

G. D. Zuck, Wilson & Bennett Mfg. Co., was unfortunately called away because of the illness of his mother, and was only able to be present for a few hours on Saturday.

A treat in meat was certainly provided by the "Man Who Knows"—H. J. Mayer—at his headquarters in the serving of a delicious pork sausage.

Towering big fellows these livestock men—order buyers—take a look at Bob Colina, Murray Watkins, Charlie Renard, Wallace Potts, Harry Sparks and Fay Murray.

Ted Murray, of the well-known Kennett-Murray organization, livestock order buyers, was accompanied by friend wife.

Louisville was well represented, numbering in its crowd Mr. and Mrs. Henry Fischer, Mr. and Mrs. Carl Fischer, Mr. and Mrs. Bob Vissman, Mr. and Mrs. Geo. W. Cook, F. E. Wernke, Henry Glanz and A. M. Rice.

Bill Paulin is a splendid specimen of the slogan used for his Richter food products—health.

T. F. Driscoll, advertising director of Armour and Company, had a full measure of convention activities, being actively engaged in the Audit Bureau of Circulations convention held in Chicago on Oct. 16, 17 and 18, and then moving on over to the Drake to greet the packers.

S. J. Bell, by-products division, Armour and Company, was keenly interested in the sectional meetings.

The sausage Jourdans and the machinery Jourdans are all of the same happy families of Louis and William Jourdan. They were all in attendance, and accompanied by right-hand man Fred Wetzell.

The genuine vegetable parchment gentlemen representing the Paterson Parchment Paper Company were Joseph X. Gubbins, Walter Cox and A. E. Grossmith.

Might not "Anco" stand for "A Necessary Complete Organization"? The staff, headed by W. B. Allbright, president, included Norman J. Allbright, John G. Allbright, A. O. Lundell, Norman Handlan, K. D. Kubaugh, William Broughton and H. A. Scherer.

Invitation to visit room 340 was a colorful top pocket decoration. A visit to the Independent Casing Company's headquarters in this room was a treat, and the courtesies extended by president Sig Strauss and vice president Lawrence Pfaelzer and the rest of the staff was very much enjoyed.

Dr. A. S. True and Charles Nichols did the honors at this convention for the American Soya Products Corporation. Nichols, who is better known as "Scotty," did not wear his kilts on this occasion, but did wear a look of satisfaction which undoubtedly was occasioned by the industry's acceptance of their product, Nusoy.

A colorful party at the College Inn on Friday night included Mr. and Mrs. P. E. Tovrea of Phoenix, Ariz., Mr. and Mrs. E. F. Forbes of Los Angeles, Mr. and Mrs. R. F. Vissman of Louisville, Mr. and Mrs. Carl Fischer of Louisville, John J. Dupps, jr., of Cincinnati, and H. D. Newcomb of Los Angeles.

The "Boss" delegation came from near and far. It included John Dupps, jr., vice president, Oscar Schmidt, James Barr, Howard Wilson, Jason Sabeau, Lou Rosenberg, Al Lloyd and Bill Sweet. Reflections of those old familiar faces of the departed "Boss" Schmidt and "Daddy" Dupps can be seen in Oscar Schmidt and John J. Dupps, jr.

The Finkbeiners numbered three at this convention, Otto having in tow his two nephews Ernest and Paul. If the nephews turn out to be just half as good a man as their uncle, they certainly will be blessed with good business ability and good fellowship.

"Old Timer" Charles W. Dieckmann was in robust health and good spirits. Selling plates and knives to make good sausage keeps Charlie busy, and this is what he requires to keep happy.



COMPETITORS AT HOME BUT COOPERATORS AT THE CONVENTION.

Left to right.—Sausage experts Killian and Hamel, beef expert Max Loewenstein, and sausage expert Pfaehler, all of Detroit, were shepherded by Bill Sweet of the "Boss" organization.

SITUATION OF THE INDUSTRY

By WILLIAM WHITFIELD WOODS

MY effort shall be to draw into focus an approximation of a general picture made up of elements of which previous speakers have told you. I should like to remind you of the accuracy of some of the figures presented to us in previous years by such experts.

How the Picture Is Drawn

In attempting to draw a general picture of some of these elements, we need some sort of yardstick. It is difficult to

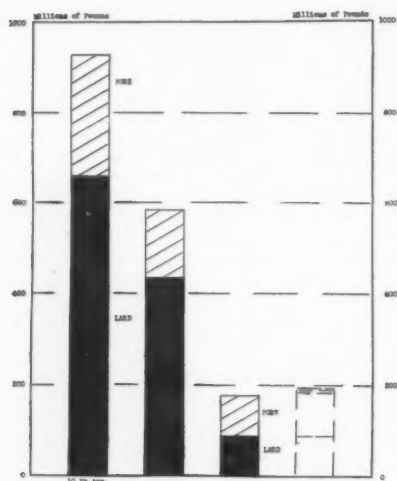


Fig. 1—PORK AND LARD EXPORTS.

get one that is satisfactory in all particulars—to get an accurate measure with respect to the future. The best we have been able to do, wherever practicable, in order to present conditions affecting the industry's picture next year was to measure or compare each of those conditions with the average in the ten years preceding this year, what they were this year, what they were last year, and in a very rough, tentative sort of way, what they may be next year.

This sort of comparison doesn't apply in every case. Obviously, a ten-year average on population, for example, doesn't give a normal figure, because population grows constantly. Obviously, some of these elements cannot be measured precisely with reference to 1936. It is with those qualifications that we present this outline.

Presumably, the first thing this industry wants to know are, prospects for coming year. What about demand? That market is made up of foreign trade and trade at home. Of these, the latter is vastly more important. We shall now try to show what the situation is with respect to both of these markets.

Foreign Market Greatly Diminished

Exports of pork and lard have declined drastically in recent years (Fig. 1). The 10-year average, (1925-34) for exports of the two commodities was 926 million pounds. Of this quantity, lard constituted 656 million pounds and pork 270 million pounds.

In 1934, exports of both pork and lard declined a good deal. They were 586 million pounds, with lard predominating. This year—1935—partly estimated—we have figures for the first 9 months—exports will not be much more than 200 million pounds, of these lard and the pork will be almost evenly divided.

Decrease in exports of pork meats this year, compared with the 10-year average is 63 per cent.

Decrease in lard exports this year, compared with the average of exports

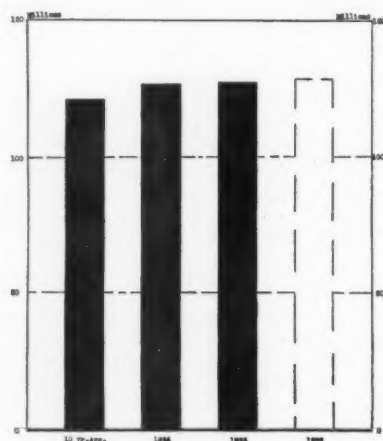


Fig. 2—POPULATION OF UNITED STATES.

(Mid-Year Estimates.)

for those 10 years, is about 86 per cent. This means that for the moment at least, our export trade is almost gone. Part of this situation—a large part of it—grew out of exchange restrictions, import quotas, and other conditions restricting free trade.

However, in our lard trade with the United Kingdom there were no import quotas. Our exports of lard to that country have been affected by increased imports from other countries and by scarcity of the supply in this country. The drought, and the fact that our farmers at the instance of the government reduced their production, made a shorter supply with higher prices at home, so that large quantities could not

be sold abroad at parity with the domestic market.

Nobody knows what exports of lard and pork will be in 1936, and we haven't tried to predict it definitely. Conditions are not too promising, however, for any considerable increase in the exports next year. Our supply of hogs will still be short and other elements will continue to be factors.

Per Capita Meat Consumption Down

The export market is very much the smaller of our two markets. The larger is made up of the huge consuming population in this country. Average of that population, as estimated by the Census Bureau in the 10-year period, 1925-34, was about 121,600,000 people. In 1935, it was about 127,600,000,—an increase of 6 million people from the 10-year average. July 1, 1936, estimated on the basis which the government uses for estimating population increase, it will be about 128,400,000. This means that next year we shall have in this country almost 7 million more people than the average population of the 10-year period. (See Fig. 2)

Capacity of the domestic market to consume can be indicated, to some extent, by meat consumption per capita in previous years. In the 10-year period (1925-34) average meat consumption was about 140 lbs., not including lard. In 1934 it went up almost to 150 lbs. In 1935 it will be about 113 lbs., we don't know what it will be next year, but it will not differ so greatly from this year. (See Fig. 3). It cer-

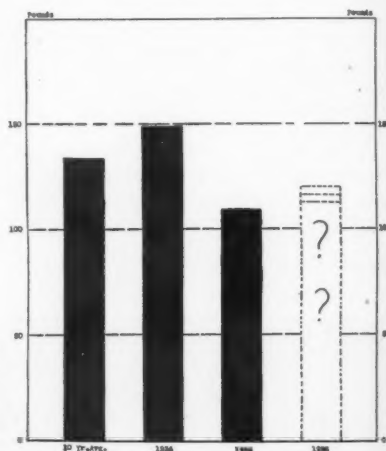


Fig. 3—PER CAPITA CONSUMPTION OF ALL MEATS.

tainly will be nearer 115 lbs., excluding lard, than it will be to the 150-lbs. figure of 1934 or the average figure of 140 lbs.

But this group of 7 million people, representing increase in our population as compared with average population during the 10 years from 1925 to 1934,

inclusive, would have been a potential market for 140 lbs. of meat per capita in 1935—had the meat been available for consumption.

Exports Down—Population Up

This meat, however, wasn't there. The consumption chart shows how per capita consumption figures have declined down—from 149.3 lbs. to 112.7 lbs. in the period 1934 to 1935. The difference between average consumption during the 10-year period (1925-34) and consumption last year was almost 27 lbs. We suffered a loss of potential consumption last year, therefore, of almost $3\frac{1}{2}$ billion pounds of meat.

The American people could not consume it in greater quantities because it wasn't available. We ate at home nearly all we produced, but we didn't raise enough to give all of the people the 140 lbs. of meat which they consumed on an average in the 10-year period of 1925 to 1934.

I do not think that the importance of gain in population in offsetting the decrease in exports has been adequately noticed. We have been told, for example, that the American farmer has been producing a surplus for a market that no longer exists. This isn't the case with the American hog producer. What has been lost in foreign trade, so far as capacity to consume is concerned, has been more than made up by increases in domestic population and an expanding capacity to consume at home.

To illustrate this point, we have taken two typical periods—those most conveniently available and for which there is official information for mak-

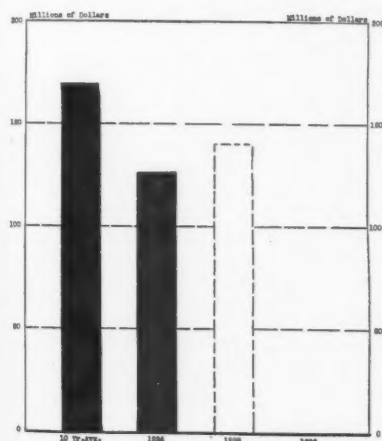


Fig. 4—FACTORY PAYROLLS.
(Weekly Average Payrolls.)

ing calculations. On the average, in the years 1921 to 1924, exports of pork and lard were about 1,691 million pounds. Population in that period, averaged as of July first, was 110,700,000.

Average exports in the period 1931

to 1934—10 years later—were 716 million pounds. The decrease in exports was 975 million pounds. Meanwhile, the population had gone up from 110,700,000 to 125,400,000, a net gain of 14,700,000.

A normal consumption per capita is 85 lbs. of pork and lard. Multiply this figure by the net gain in population and it will be noted that the potential gain at home was about 1,250 million pounds of pork and lard—exceeding by 275 million pounds the loss in the export trade.

Purchasing Power Below Normal

We still have our increased population. We still have the meat eaters who have shown that, when their purchasing power is sufficiently high they will consume 140 lbs. or more of meat and 14 lbs. of lard per capita. Their purchasing power, however, has not kept pace with growth of population, and the market they represent must be discounted somewhat as we go into the next year.

As a measure of purchasing power we frequently use the Government's figures on factory pay rolls. The total amount in dollars paid weekly to fac-

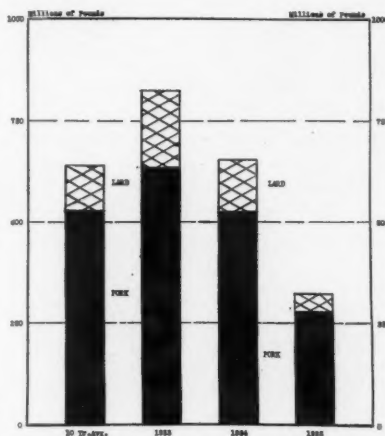


Fig. 5—STOCKS OF PORK MEATS AND LARD.
(October 1.)

tory workers in the 10-year period 1925-34 averaged 169 million dollars. Average in 1934 was 136 million dollars. In 1935 it evidently will be close to 139 million dollars. (See Fig. 4). Notwithstanding the gain in population, purchasing power at present is still below the average of the 10-year period.

On a percentage basis, I have figured that the 1935 relationship of purchasing power to the 10-year average was 82 per cent. The latest month on which figures are available shows a purchasing power of about 84 per cent of the 10-year average, and about 70 per cent of the normal index, which is based on the years 1923 to 1925.

Meat Stocks Small

We have talked about the market, the potential capacity to consume, and about purchasing power. Now, how about supply of meat which will be offered to this market?

We will consider first stocks on hand on October first. We have used only stocks of pork and lard and have ignored storage holdings of beef for two reasons. First, changes in beef stocks are insignificant. Secondly, in one of the years there were some beef products on hand, as the result of an unusual condition, which would distort the figures somewhat.

The 10-year average of pork and lard stocks on October 1, beginning of hog marketing year, was 638 million pounds. Of these 110 million pounds were lard and 528 was pork. (Fig. 5).

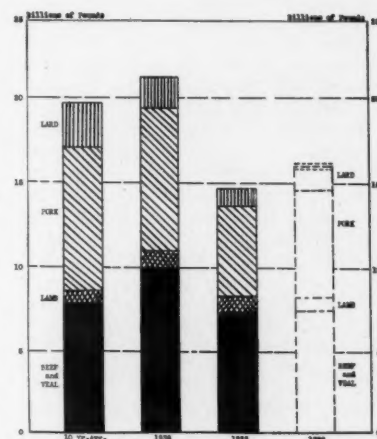


Fig. 6—TOTAL PRODUCTION ALL MEATS AND LARD.

In 1933, on October 1, stocks were very heavy, amounting to 822 million pounds including nearly 192 million pounds of lard and 630 million pounds of pork. On October 1, 1934, there were in storage 652 million pounds, of which 524 million pounds were pork and 128 million pounds lard.

Meat Production Below Normal

At the beginning of this marketing year, October 1, 1935, there were 278 million pounds of pork in storage and 45 million pounds of lard, a total of 323 million pounds. Stocks at the beginning of the year, therefore, are extremely light. However, pork and lard stocks are a small proportion of total supply. We shall pick up production of other meats as we go through the year. So to stock we must add production.

Total annual production of all meats for the 10-year average, 1925-34 was 19,700 million lbs. (Fig. 6). Average yearly production of beef and veal was 7,700 million pounds; lamb, 800 million

pounds; pork, was 8,900 million pounds; lard, about 2,400 million pounds.

In 1934, we had a record-breaking production of all meats. In 1935 production went straight down hill. This year production of beef and veal will be about 7,350 million pounds; lamb and mutton, 865 million pounds; pork, about 5,500 million pounds; lard, about 1,100 million pounds.

Nobody can give an accurate picture of what the situation will be next year. We have some idea as to numbers of meat animals. If we were to guess we would say that total production of all meats and lard next year would be somewhat larger than the small amount to be produced in 1935, though still substantially less than normal.

Livestock Prices

To summarize: We will have nearly 7,000,000 more consumers in 1936 than the average number in the domestic market from 1925 to 1934, when the average American customer ate about 140 lbs. of meat and 14 lbs. of lard. They will not eat nearly these amounts in 1936, probably close to 125 lbs.

We have a prospective total supply of meat and lard in the calendar year 1936 which will be smaller by perhaps 15 to 20 per cent than the 10-year average. Supply of pork meats will be smaller than that average by probably 25 to 30 per cent. We have a purchasing power that can not be predicted, but that at present, so far as indicated by factory pay-rolls, will be 12 per cent above purchasing power in 1934, and 16 per cent below the 10-year average.

What will be the situation with reference to prices?

We have charted livestock prices for the first week in October for the 10-year average (1925-34) and for the same week in 1934 and in 1935 (Fig. 7). From 1925 to 1934, price of good grade steers at Chicago in the first week in October averaged \$10.67 per cwt. alive; in 1934, price averaged about \$7.68; in first week of October this year, it was \$10.58.

Hog Prices Above Parity

The price of 220- to 250-lb. hogs at Chicago during the first week of October, without processing tax, in the 10-year period from 1925 to 1934 averaged \$8.85. In 1934, it averaged \$6.32. In the first week in October, 1935, it was up to \$10.92. In addition, of course, the packer had the expense of a processing tax.

Good to choice lambs in the first week in October for the 10-year period (1925-34) averaged \$10.00 per cwt. alive at Chicago, somewhat above current prices. In the same week in 1934, price averaged \$6.52. In 1935 it was \$8.78.

There is no standard for prices. They are made by supply and demand. It may be interesting to note, however, in the case of hogs, price which the government arbitrarily said should prevail is now being exceeded. The gov-

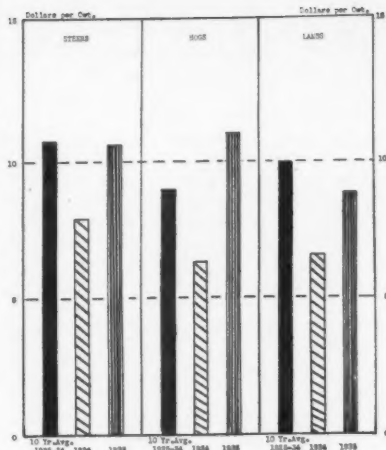


Fig. 7—LIVESTOCK PRICES.
(First Week in October.)

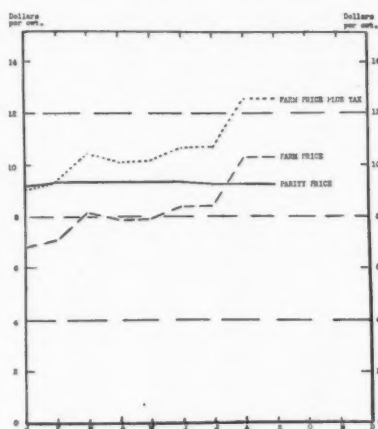


Fig. 8—"PARITY" PRICE AND FARM PRICE OF HOGS.
(Jan. to Sept., Inclusive, 1935.)

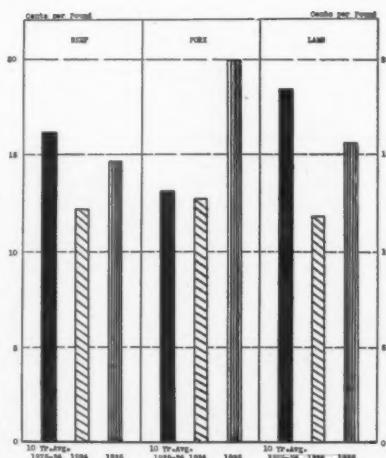


Fig. 9—WHOLESALE MEAT PRICES.
(First Week in October.)

ernment also stated that, in calculating value of hogs, farm price and the processing tax should be added to get a fair comparison.

That was the government's own statement. Without endorsing the parity-price principle, it may be interesting to find where hog prices are in reference to that theoretical figure (Fig. 8). For instance, so-called "parity" price in August this year was \$9.31; in September, \$9.24. Farm price alone was \$10.22 in August, when parity price was \$9.31, and was \$10.29 in September, when the parity price had gone down to \$9.24.

If the Department's formula is followed, and farm price added to processing tax in order to get a fair comparison of the value of hogs to the contract signer with the fair exchange value, resulting figure is \$12.47 for August, when parity was \$9.31, and \$12.54 for September, when the parity price was \$9.24.

Wholesale Meat Prices

In presenting these figures, I don't mean the principle need be conceded, but it is interesting to note that, even when the government took a figure based on a period when relationship of price of hogs to things the farmer buys was especially favorable to him, present prices exceed considerably the government's objective on that particular class of livestock.

Wholesale meat prices parallel more or less prices of corresponding classes of livestock shown in Fig. 7. Prices of beef at Chicago from good grade steers for the first week in October for the 10-year average, for 1934, and for 1935, are shown in Fig. 9. The price for the 10-year average was \$16.50 per cwt. dressed; for 1934, \$12.50; for 1935, \$14.75.

On pork, prices were \$13.10 for the 10-year average, \$12.81 for 1934, and \$20.00 in 1935. This is a composite price of all fresh pork cuts at Chicago based on wholesale market values. Dressed lamb prices averaged \$18.38 for the 10-year average, \$12.00 for 1934 and \$16.00 in 1935.

It may be interesting to obtain a comparative picture of meat supplies, purchasing power as indicated by factory payrolls and retail meat prices. (Fig. 10). Let us take as 100 the 10-year average (1925 to 1934) for each of the three series—supply, pay rolls, and prices.

Pork Supply 28 Per Cent Down

In 1934 index of meat and lard supply, expressed on a basis of the 10-year average meat and lard supply equaling 100, had gone up to 110.5 per cent of the base. Factory pay rolls and retail meat prices, however, were at only about three quarters of the base figure and roughly at 75 per cent of the 1925-34 average.

In the next year, meat and lard supply had gone down to about three-

fourths of the base figure. Purchasing power was at about 82 per cent of the purchasing power in the 10-year period, and prices were about 101 per cent of the 10-year average.

This picture is particularly striking if applied separately to pork (Fig. 11).

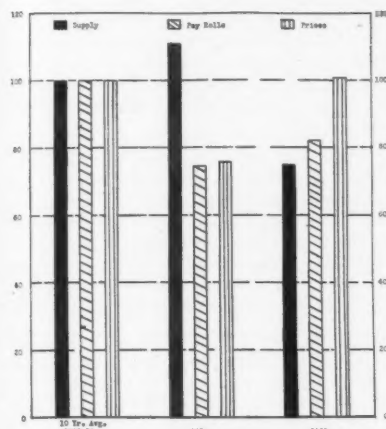


Fig. 10—MEAT SUPPLIES, FACTORY PAY ROLLS AND RETAIL MEAT PRICES.
(Ten-Year Average=100.)

The pork and lard supply, factory pay-rolls, and retail pork prices all are represented as 100 for the 10-year period. In 1934, supply of pork and lard was 86 per cent of the 10-year average supply, pay rolls were 75 per cent of average pay rolls for that 10-year period, and retail pork prices were about 82 per cent of the 10-year average.

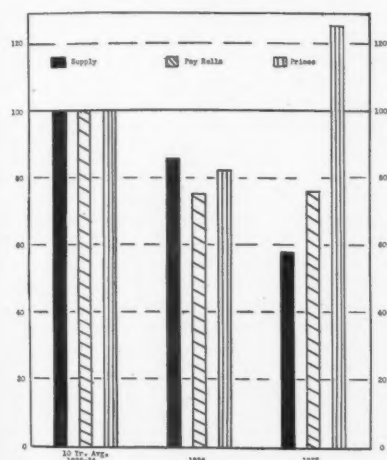


Fig. 11—PORK AND LARD SUPPLY, FACTORY PAY ROLLS AND RETAIL PORK PRICES.
(Ten-Year Average=100.)

I desire to call your attention particularly to the relationship in 1935, when the supply was only 58 per cent of what it had been in the 10-year average, when purchasing power was only 82 per cent, and when pork prices

had gone up to 125 per cent of what they had been in the 10-year period.

Livestock Supplies

But there is a more specific question before the packer. This involves a somewhat different aspect of the situation—not what faces the packer, how big the market is, what purchasing power is, how many people make the market or how much normal per capita consumption is. This factor is: what of the packers' raw materials; numbers of livestock—cattle, calves, sheep and lambs—available for slaughter in the coming year? (Fig. 12)

These figures have been given by previous speakers and we won't spend much time on them. The 10-year average slaughter of cattle under Federal inspection was 8,885,000 head. In 1934, it was 9,946,000 head (government slaughter excluded). In 1935, it is estimated as about 9,000,000 head, just about the same as the 10-year average.

For 1936, we are not offering anything definite of course, but the picture now looks as though cattle may be somewhat fewer, although the reduction may be offset by increased tonnage due to relatively heavier weights. These estimates are wholly tentative. Calf slaughter for the 10-year average was 4,934,000 head; 1934, 6,083,000 head; in 1935, about 5,400,000 head. In 1936 it may not be far from the 10-year average figure.

We expect sheep and lamb slaughter in 1936 to be somewhat smaller than the rather large slaughter in 1935, though possibly not so much different from the 10-year average.

Abnormal Seasonal Hog Marketings

In the case of hog slaughter, we have taken different marketing period. In all other classes of livestock we have used the calendar year. We now turn to the hog marketing year (October to September, inclusive) and try to give a picture of prospective supply as approximated by some of the other experts, but using our own estimates.

Average for the 10-year period (1925-34), was a hog slaughter under federal inspection of 45,362,000 head. (Fig. 13).

The two segments of each bar in this chart show division as to the seasons. Winter marketing season covers the seven months from October to April, inclusive. The five-month summer marketing period extends from May to September, inclusive. On the average, about 64 per cent of the yearly supply was slaughtered in the first 7 months, and about 36 per cent in the remaining 5 months.

In 1933 the percentage marketed in the 7-month period was somewhat smaller than the average, and in the other 5 months somewhat greater. In the marketing year which closed September 30, 1935, number of hogs

slaughtered under federal inspection was 30,678,000 head. Approximately 71 per cent was slaughtered in the first 7 months and 29 per cent in the last 5 months.

Packers Profit Small

As Mr. Burmeister pointed out previously, the situation will be reversed

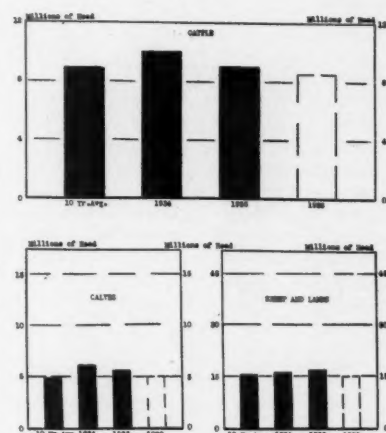


Fig. 12—CATTLE, CALF, SHEEP AND LAMB SLAUGHTER.

in the year just commencing. It is estimated that perhaps there will be 28,500,000 hogs in this year and that about 61 per cent of them will be slaughtered in the first 7 months and about 39 per cent in the following five months. It is what Mr. Nicholson calls

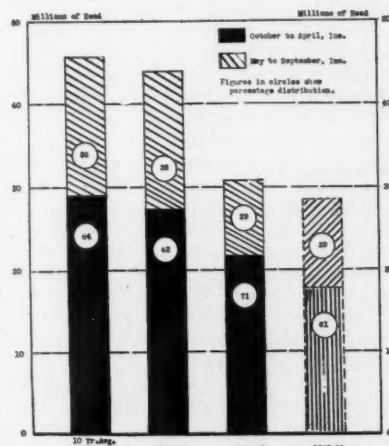


Fig. 13—HOG SLAUGHTER.
(Under Federal Inspection Marketing Years Ending September 30.)

a topsy-turvy year. Notice how distribution of marketings this year probably will compare with the 10-year average, and particularly the extreme difference as compared with the distribution last year.

Now let us look for a moment at

profits earned by the meat industry. (Fig. 14.) The 10-year average was about \$26,685,000, equal to about 3½ per cent on net worth. In 1934, total profits were \$36,054,000. If we had to guess what profits of the industry have been in the year just ending, we would guess that they were not more than 25 or 30 million dollars.

I think I ought to say that in referring to total profits in 1935 I have not told the whole story. An effort has been made to discount the hardships many packers have suffered by citing these profit figures and implying there couldn't be such hardship when so many millions of dollars were made.

Actually, of course, measured against sales or net worth, it isn't an adequate profit. Furthermore, these total profits are the combined earnings of a great many companies, a considerable number of which earned no profits at all. Two years ago, when total profits for the industry were about \$26,000,000 there were 600 companies which had average earnings of less than \$1,000 each. We believe that in this past year there have been many companies which had a similar experience.

Other Influencing Factors

I refer to those of smaller size, particularly, although I don't want to dwell on that subject, because we make no size classification among packers. In speaking of small packers, I am referring to those 600 or so with a net worth under 4 million dollars. This is the figure the Government uses as its dividing line.

It would be interesting if we could complete the chart on profits. We cannot do this, of course, but we can by our own policies, by our own acceptance of the realities of the statistical situation that lies before us, more nearly determine its course than we have in the past.

The facts are plain. We are on a somewhat higher price level now. There is not as easy expectancy of inventory profits. Buying and selling, more than ever, although it is always the right principle because it is a sound one, should be done on the basis of true values. Any other procedure will put the industry in jeopardy.

Over and above these factors we have presented graphically by means of charts, are outside circumstances that must be mentioned briefly if one is going to satisfy the requirements of a subject entitled "The Status of the Industry." There are many things that are now influencing the course of the industry other than the actual statistical elements we have considered, an administrative decision on what the processing tax shall be—if there is to be one. There is the question of a court decision.

There is also the question of the government's intention with respect to a future corn-hog production control

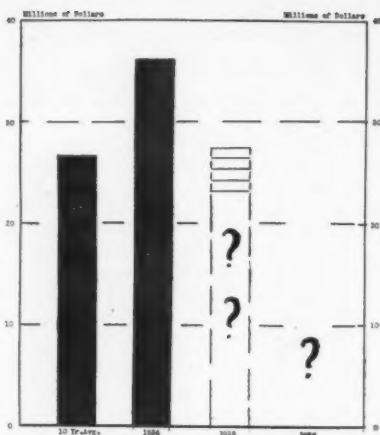


Fig. 14—PROFITS IN THE PACKING INDUSTRY.

program, which will be based on a referendum to be held October 26.

What Will Be Consumer Attitude

Hog production this year, which determines the supplies next year, is more or less beyond influence. Supplies in 1935-36 are pretty well known. The Secretary of Agriculture has indicated that he would like to get an increase of 30 per cent in hog production as soon as possible. He says he doesn't think this can be done within the year. That gives us some inkling as to what supplies in 1937 may be.

We know that in 1936 hog supplies will not be large. We know that numbers will be less than usual. In conjunction with this, we must also bear in mind this upside-down hog marketing relationship referred to, with the winter supply a smaller-than-normal percentage of the total and the summer supply a larger-than-normal proportion.

Another factor is the public attitude



EVENING IT UP.

Harry H. Pfeill, Waldo Packing Co. doesn't need to stand up to talk to vice president Frank Stevens, G. M. Peet Packing Co., Chesaning, Mich.

toward products. What are we going to do when supplies are normal again? If this had been the most successful year from a profit standpoint the industry ever has had, it still would have been a poor year for the pork packer and the swine producer. This is because part of their trade has been diverted and because supply was not available with which to fill needs. Are we going to have to make some special effort as supplies broaden to get back the trade again? That is a question which must be considered in looking at the future picture.

Then there is the question of general business. Any improvement in general business or any retrogression would make a difference in the value of our product and in prices we might receive, other things remaining equal.

Collective Effort Proves Its Worth

No business can divorce itself from the general social structure. The packing industry, like others, is affected by the general attitude of all business. The Institute is non-partisan, but it can be said that it, like others, is suffering somewhat from the general timidity, and from a reluctance, for somewhat understandable reasons on occasion, to face fairly and state truthfully to others those things that are adversely affecting its interests.

There is also the question, particularly since the change in the code situation resulting from the Supreme Court decision, regarding the trend toward collective effort through trade associations. We were fortunate in that respect, because unlike some other industries we had not abandoned the trade association in favor of the code authority. A number of industries are now making a very difficult readjustment and trying to reinstitute an associative effort which had been discontinued. In that sense we have a head start on some industries.

We maintain a high standard of working conditions and of social conditions through our own efforts. But we are organized, I think, to continue to defend the proper interest of the industry, not belligerently, but adequately, fairly and honestly. This industry last year, through this association, did look after its proper interests. It tried to keep its whole membership posted on legal matters affecting their business. It had marvelous co-operation from the legal committee, as it did from other committees of the Institute.

And it attempted, not without success, to make known the facts of legislation affecting it, as no doubt it will have, in the coming year, to make known facts about other legislation affecting it. It took its own part openly, honestly and vigorously, and it is my hope that it may continue to do so in the coming year, and that in this effort your Institute may give a good account of itself.

Early Decision on Processing Tax Sought by Government

IN AN attempt to bring about an earlier decision on the constitutionality of the AAA and processing taxes, the U. S. solicitor general asked the Supreme Court this week to advance hearing on the Hoosac Mills case to November 20.

Attorneys for receivers of the Hoosac Mills, who are defendants in the appeal to the Supreme Court, objected to the motion. They argued a hearing on November 20 would not allow them sufficient time to prepare their defense properly. They suggested the hearing be held on December 9.

In asking the AAA decision be speeded up, solicitor general Reed said that "confusion resulting from the unsettled state of the law is materially interfering with administration of normal functions of the government. The question . . . vitally affects not only the government but thousands of taxpayers throughout the country."

Tax Collections Dwindle

It is reported that only \$49,000,000 in processing taxes have been collected by the government since July 1, 1935, against a total of \$169,000,000 during the same period last year. October collections total about \$10,000,000 compared with \$45,000,000 a year ago.

The Supreme Court has not accepted appeal of the Washburn-Crosby Co., against the decision of federal judge Otis at Kansas City who held processing taxes had been validated by Congress on August 24. This case involves AAA amendments and was appealed to the Court on a rule allowing it to take jurisdiction in cases of great public interest when no decision has been made on the merits.

Three judges in federal district court at Minneapolis, Minn., refused a government motion to dissolve a tax injunction which was granted a subsidiary of General Foods, Inc., last July. In sustaining the injunction the court made it clear it was not impressed by AAA amendments which were passed by the last Congress.

"It is repugnant to one's sense of justice, and fairness," the decision said, "that a taxpayer be required to pay a tax he believes unconstitutional and then by legislation be prevented from obtaining court determination of its legality."

Right to Test Tax Upheld

"This order," the court added, "upholds the right of the taxpayer to have the legality of the processing tax determined in court."

The court ordered the food company to continue paying each month's taxes

to the clerk of the court. Funds will be impounded until after the Supreme Court decision.

The Penn-Maryland Distilling Corp. was granted a temporary injunction in federal district court at Peoria, Ill., to prevent the bureau of internal revenue from collecting processing taxes on corn. The firm will pay its taxes to the court until the Supreme Court decision.

The federal district court at Birmingham, Ala., has denied a government motion to dissolve temporary injunctions held by the Birmingham Packing Co., and other processors. The government plans to appeal the decision to the circuit court of appeals.

PROBE PACKERS' BUSINESS

Proceeding with its investigation of processors' margins as a part of its inquiry into agricultural income, the Federal Trade Commission has prepared a questionnaire to be mailed to packers and other processors. It contains schedules to be filled in by processors, calling for the amount of purchases of hogs, cattle, eggs and other primary commodities and sales of principal products made from each of these.

Comprehensive balance sheets and income statements for recent years are also being called for in order to ascer-



STATUS OF THE INDUSTRY.

Institute's able executive, Wm. Whitfield Woods, sums up for the year.

(See pages 174 to 178.)

tain investments, profits and rates of return on investment.

The schedule will ask for information on condensed balance sheets, the amounts of securities issued for cash, for acquisitions of property, etc., and a comprehensive analysis of surplus accounts for a considerable period of years. It will also call for a report on salaries, additional compensation, and total compensation, of officers of corporations manufacturing and processing farm products named.

This first schedule will go to some few hundred manufacturers and processors whose names and addresses have been listed by the commission's staff. Similar schedules will be mailed later to subsequent manufacturers and distributors of these and other farm products to be investigated.

Among other questions, the commission has been directed to investigate:

The extent of increases or decreases in recent years in income of principal corporations engaged in sale, manufacturing, warehousing and processing of principal farm products;

The proportion of total consumer cost of representative products made from principal farm products represented by proceeds received by the farmers, manufacturers, processors and warehousemen and distributors;

The financial position of principal corporations engaged in manufacturing, processing, warehousing, distributing and marketing of the major products manufactured from hogs, cattle, etc., including capitalization and assets of corporations; investments, costs, profits and rates of return; salaries of officers of such companies, and the extent to which said corporations avoid income taxes, if at all;

The extent of concentration of control and of monopoly in the manufacturing, processing, warehousing, distribution and marketing of representative major farm products obtained or maintained by any corporation or other organization.

The commission was requested to report any conclusions or recommendations with regard to increasing the income of farm producers or recommendations with regard to the improvement of the economic position of farmers or consumers it may be in a position to make as a result of the inquiry.

PROTEST CATTLE TARIFF CUT

A Canadian proposal that tariff on cattle imported into the United States be lowered 50 per cent has drawn strong protests from American livestock producers, according to reports by the American National Live Stock Association. Canada is believed to be very anxious to secure this concession in current reciprocal tariff negotiations. American producers point out that Mexico might ask for similar favors if they were granted to Canada.

Trunz Pork Stores, Inc.

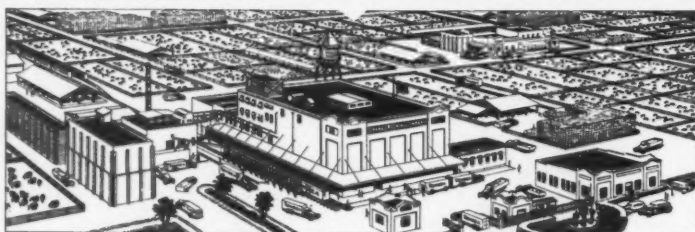
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Permanent Crop Control Part of New Roosevelt AAA Plan

IN ANNOUNCING—on the eve of the corn-hog referendum—a program for permanent establishment of the AAA, President Roosevelt declared his intention to pass from emergency phases made necessary by the crisis to a long-time plan for American agriculture.

Especially interesting to the meat packing industry was a section of the President's statement declaring:

"The time may come when the AAA will prove as important in stimulating certain kinds of production as it has been in removing burdensome surpluses. For example, an expanded production of hogs, to replace shortages caused by the drought, is contemplated under the proposed new corn-hog program, which is put up to a decision of producers in a nationwide referendum tomorrow."

Objectives of Program

According to Mr. Roosevelt the new program has two objectives:

1. To carry out the declared policy of Congress to maintain and increase gains thus far made.
2. To broaden present adjustment

operations so as to give farmers increasing incentives for conservation and efficient use of the nation's soil resources.

More definite objectives of the program include simplification of present plans with a view to increased flexibility and decentralization of machinery to get more efficient administration closer to the farmer. To simplify administration the AAA will work toward the objective of one contract per farm. Much administration is already being turned back to agencies closer to the farmer.

A Planned Agriculture

President Roosevelt indicated his belief that modification will facilitate production adjustment, either upward or downward, declaring that:

"The simplified and more flexible adjustment program of the future can be made to serve the permanent advantage of producer and consumer. It can iron out the succession of extreme market gluts and extreme shortages, which in the past have alternately wrecked farm income and penalized city people with too high prices."

Farmers Ballot Continuance of Corn-Hog Plan In 1936

PRODUCERS of corn and hogs cast their ballots on October 26, in a referendum to decide whether or not there is to be a corn-hog program in 1936.

On the basis of incomplete returns from 33 states balloting stood approximately 306,000 votes for a program in 1936 and 53,226 votes against it. Illinois, Iowa, Kansas and Nebraska were among the states registering large majorities for continuance of the plan.

The AAA, after holding hearings at which packer witnesses declared there should be no new limitation of production and no continuance of processing taxes, decided there was economic justification for another program.

On the eve of the referendum, William Hirth, president, Missouri Farmers' Association, declared that Corn-belt states should reject continuation of the program.

"There is something utterly incongruous about a situation under which we are importing meat products, corn, wheat and oats in this, the greatest grain and meat producing center in the world," Hirth said.

Stanley F. Morse of Sumter, S. C., vice president, Farmers' Independence Council of America, issued a statement with three other council officials advising farmers to vote "no." They charged the AAA with upsetting economic laws, loss of American markets abroad and higher consumer prices.

Farmer Leader Against Plan

In an appeal for endorsement, Gerald B. Thorne, director of the AAA division of livestock and feed grains, told farmers gathered at Shenandoah, Ia., that lack of a program for 1936 would bring back the hog cycle, even though abandonment would not bring immediate price collapse.

Court May Void Program

Although they have no voice in the referendum, packers and other processors have challenged any future AAA plan through their suits testing the constitutionality of the adjustment act and processing taxes.

The referendum was conducted by secret ballot. County and community corn-hog committees and the U. S. extension service were in charge of balloting. All corn-hog producers, whether

or not participating in past programs, were eligible to vote.

LOWER HOG PRICES EXPECTED

Hog prices are expected to decline seasonably in the next three months as supplies increase from present low levels, according to the survey of world corn and hog prospects of the U. S. Bureau of Agricultural Economics.

Since the increase in supplies in the late fall and winter is expected to be somewhat less than normal, decline in hog prices during remainder of 1935 also may be less than usual. Although some seasonal increase in hog slaughter will occur in the first quarter of 1935-36 hog marketing year, supplies in this period and for entire winter season will be much smaller than in the corresponding months of 1934-35.

In view of expected smaller slaughter supplies and the very low level of storage stocks of hog products, it is likely that hog prices will average considerably higher in the winter marketing season of 1935-36 than a year earlier. Prices in this period, however, will be somewhat lower than the unusually high level of prices prevailing during August and September.

TURKEY SUPPLY IS SMALLER

Number of turkeys has decreased sharply since last year, according to reports of the U. S. Bureau of Agricultural Economics. Birds marketed so far this season have been heavier, however, and a continuance of this trend may result in only slightly lower tonnage than in 1934. This fact is important in considering hotel and restaurant supply and demand where demand is expressed in pounds rather in number of birds.

BULK SALT FREIGHT RATES

Meat packers were interested participants in Interstate Commerce Commission salt rate hearings in Chicago this week, taking a stand against any increase in railroad freight rates on bulk salt. The spread between rates on bulk and packaged salt was attacked in the cases and packers did not wish to see the spread decreased by raising the rates on a material so necessary in their business.

THE HOG CALLER

(Inspired by announcement of the Secretary of Agriculture that he would like to have a 30 per cent increase in pork supplies in 1936.)

The call goes wailling down the wind,

"Soooooe, soooooe!"

And seven little pigs trot home again

The swineherd says, "But I ordered ten!"

"Soooooe, soooooe!"

The call comes back from the bridge of sighs,

For dead little pigs can't materialise—

Phooooey, phooooey!

—CONTRIBUTED.

A Revelation in Modern Packaging

Packaging Service . . .

We invite interested manufacturers to write us for a questionnaire which will enable our engineering department to intelligently survey and advise you on any problems you may have.

To All Manufacturers of Lard and Shortening . . .

The Fee Corporation is pleased to announce that two basic principles have been incorporated in their packaging equipment. Feemogenization (a process for improving the keeping qualities, appearance and texture of the product) has been combined with the Lamb method of accurate weights (positive displacement at fixed density).

These principles together with other exclusive patented features are incorporated in a series of automatic machines designed to care for all packaging problems.

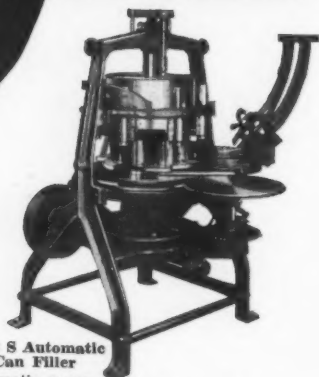
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WHY NOT YOU?



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There's a nice profit in canned meat products—hash, potted meats, sausage, soups, dog food, food for other pets, etc.

If you're not now canning these yourself, someone else is making the long profit. Why not consider a canning department of your own?

All the "wrinkles" have been taken out of this feature of a Packer's activities, and a canning department may now be profitably installed—easily and quickly.

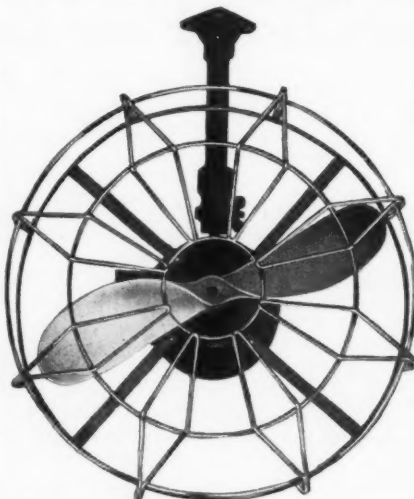
May we send you, without obligation, complete information on equipment necessary to install your own canning plant?

Sprague-Sells Equipment for Meat Canneries

Boxers	Continuous Cookers	Meat Cutters, Chop-	Steam Jacketed
Can Cleaners	& Coolers	pers & Dicers	Kettles
Can Forks	Cooling Tanks	Meat Mixers	Supplies
Can Openers	Fillers	Process Clocks	Tables
Can Testers	High Pressure	Process Control	Tanks
Can Tongs	Pumps and	Instruments	Thermometers
Canners Scales	Washers	Retorts, Crates &	Tramrail System
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CHELSEA AIR-BLAST FAN



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- SPEEDS COOLING
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- REMOVES FROST
- CUTS SHRINKAGE

- 1/4 H.P. totally enclosed ball bearing motor.
- Cuts refrigeration costs 20%.
- No dead areas, odors, sweating.
- Mounted or installed in any position.
- \$57 for 110 volts A.C., 60 cycles, slight increase other currents.

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TWO WEEKS' FREE TRIAL—TYPE C. T.
CHELSEA FAN AND BLOWER COMPANY
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American Royal Shows Fine Stock and Draws Crowds

LARGE exhibits of fat and breeding cattle featured the American Royal Livestock Show at Kansas City this week. Animals exhibited totaled 9,000 head, of which there were 1,500 breeding cattle, 750 fat cattle and 2,000 stockers and feeders. Individual fat steers and heifers shown by breeders, 4-H club members and vocational club members, together with hogs, lambs, horses and mules, made up the total.

Stockmen exhibiting and in attendance at the show radiated confidence, and beef cattle officials see an expansion in demand for breeding stock during coming months. As against the adverse conditions prevailing in the territory feeding the Kansas City market a year ago, when severe drought was followed by dust storms, this year moisture is ample, fall sown wheat is off to a good start, there is heavy production of rough feed to carry livestock through the winter, and cattle and sheep are entering the cold months in better condition than in three years. Banks report that stockmen are meeting maturing loans promptly.

Government drought relief purchases of last year removed inferior and weak stock from breeding herds and flocks, and breeders in large numbers visited the American Royal and evidenced much interest in breed types and in the purchase of new breeding stock.

Championship Winners

Grand championship honors of the show in the cattle division were carried off by black cattle this year. The grand champion steer of the show was a 920-lb. Iowa bred and fed Aberdeen-Angus and the grand champion carlot was a string of prime Angus steers owned by A. H. Schmidt, who has won the purple ribbon for three years in succession. The champion carload of feeders consisted of 20 head of Herefords weighing 375 lbs. or under.

Fat cattle judges were P. C. Burns, Armour and Company, Chicago; Harry DuPlan, Wilson & Co., Chicago; James Boyle, Swift & Company, Chicago, and Lee Cassidy, Cudahy Packing Co., Omaha.

The grand champion steer of the show was bought by Armour and Company for Pfaelzer Bros., Chicago, at \$26.00 per cwt. The champion Hereford topped this price by 25c per cwt. It was bought by Cudahy Packing Co. for the Williams Meat Co. of Kansas City. Other individual steers sold from a low of \$9.75 to a high of \$14.25, bought by Swift & Company, Wilson & Co., Kornblum Packing Co., and A. J. Maurer Packing Co.

Meat Judging Contest

Competing against teams from five

other universities and colleges, the University of Missouri won the meat judging championship held on Tuesday with R. C. Pollock, of the National Livestock and Meat Board, as superintendent. The Missourians amassed a total of 2,260 points out of a possible 2,700. Pennsylvania State College was second with 2,247 points. Other teams finished in this order: University of Minnesota, Kansas State College, Oklahoma A. and M. College, and Iowa State College. This win gives Missouri possession of the Meat Board's trophy for the second time. This trophy must be won three times in order to be kept permanently.

The meat identification and judging contest for college home economics students was won by the Kansas State College team, with the Oklahoma A. and M. College, runner-up.

FEWER LAMBS WILL BE FED

Number of lambs to be fed for market during 1935-36 feeding season is expected to be substantially smaller than the number fed during 1934-35 season and will probably be the smallest in at least six years, according to a report of the U. S. Bureau of Agricultural Economics. While the total in Corn Belt states will be smaller this season than last, it is probable that some of the states where the 1934 drought was more severe will feed more lambs than they did last season.

Shipments of stocker and feeder lambs and sheep, inspected at stock yards markets, into north-central Corn Belt states for the three months July to September (with September estimated) were about 650,000 head, a decrease of over 20 per cent from shipments in 1934. This decrease resulted from a sharp reduction in September shipments since the total for July and August was larger than last year. In all other years for which records are available, shipments in September have been much larger than in August, but this year they were little, if any, larger. Shipments in October are also expected to be small relative to shipments in July and August. Available information indicates a much larger than usual proportion of shipments during the three months' period this year were breeding ewes, with a corresponding reduction in proportion of feeder lambs. Reduction from last year was much larger in number shipped into Western Corn Belt states than into Eastern Corn Belt, with the largest reduction being in number shipped into Iowa.

Reports from Western states show the number of lambs to be fed in feeding areas in most of those states will be considerably reduced from last year.

Supplies of feed grains and hay are much larger in the Western states this year than last and prices much lower. The much reduced supply of feeder lambs resulting both from smaller late lamb crop and holding of an increased proportion of ewe lambs for flock replacements, together with delay on the part of Western lamb feeders in contracting feeder lambs, are principal causes of reduction in this area. A considerable increase in lamb feeding in Texas is expected.

LABELING IMPORTED MEATS

Coinciding with growth in imports of foreign meat, due to smaller domestic supplies, the U. S. Bureau of Animal Industry has announced regulations on the labeling of such products.

On all labels of foreign meat and meat food products offered for importation into the United States name of country of origin must be prominently shown in the English language in a conspicuous place separate and apart from all other reading matter. Quantity in package must be shown on display panels of all labels of foreign meat and meat food products in package form.

After January 1, 1936, relabeling of foreign meat and meat food products admitted into this country will not be permitted, unless original labels have been damaged. In such cases exact duplicates of foreign labels must be placed on packages. Packages with damaged labels cannot be relabeled without permission from the Bureau.

The inspection legend "U. S. Inspected and Passed by Department of Agriculture," must be affixed to individual containers of relabeled foreign meat and meat food products.

INTERNATIONAL ENTRIES LARGE

Heavy early entries for all departments of the 1935 International Live Stock Exposition, to be held at the Chicago Stock Yards, November 30 to December 7, indicate that the coming show will be one of the largest on record. In anticipation of a considerable increase in the number of exhibits in the livestock departments, B. H. Heide, secretary-manager, says that a new structure is now being built adjacent to the main amphitheatre completed last fall.

Entries of individual animals in purebred classes as well as in competitions for single steers, barrows and wethers will be accepted until November 1. Nominations for carlot contests of fat and feeder cattle, sheep and swine may be made up to November 23.

How much power or light is being wasted in your pork departments? Have you read "PORK PACKING," The National Provisioner's latest book?

Practical Points for the Trade



Tongue Head Cheese

When pork tongues accumulate, or tongues are available which have been cut or torn in handling, they can be utilized in making tongue head cheese. A packer who has heard of this product, asks:

Editor THE NATIONAL PROVISIONER:

Every now and then we get an accumulation of pork tongues which have been torn in handling. Could we use these in the sausage department, especially in head cheese? Can you give us a formula and method of handling this product?

The following formula can be used to make an attractive product which is strictly a head cheese.

Meats:

- 60 lbs. S. P. pork tongues
- 20 lbs. S. P. pork snouts
- 10 lbs. pickled pork ears
- 10 lbs. pickled pork rinds

100 lbs.

Seasoning:

- 4 oz. ground white pepper
- 2 oz. caraway seed
- ½ oz. marjoram
- ½ oz. ground cloves

Prepared seasonings may be used if desired, such as those made by reputable seasoning manufacturers, to facilitate convenience in handling and uniformity of product.

Cook each kind of meat separately in nets, at 212 degs. Fahr. as follows:

Snouts, 1½ hours.

Rinds, 2 hours.

Ears, 1½ hours.

Tongues, 1½ hours.

Grind skins through ½-in. plate of hasher. Snouts and ears should be put through 1-in. plate. These should be rinsed several times with warm water to remove surplus sediment and fat.

Remove gullet bones from pork tongues after cooking. Cut each tongue crosswise three times, making four approximately equal pieces, so that tongues will pass through valve of stuffing machine.

Put all meats together in a box truck, adding seasoning, jelly water and salt to taste. Not much salt will be required, as all meats used are pickled. Use the hot meat liquid in which meats were cooked, and mix thoroughly.

Stuff tight in hog stomachs or manufactured casings. Fasten carefully and cook 1½ hours at 170 degs. Fahr. Wash clean and put into cooler at about 36 degs., or keep in ice water, to chill thoroughly before packing. Product must be clean and free of grease before packing and sale.

Some sausagemakers add pimentoes or green peppers to give eye and taste appeal to their head cheese.

Holding Pickled Beef

How long can pickled beef be held in storage? A Western packer has some briskets in brine and wants to know how long he can safely hold them. He says:

Editor THE NATIONAL PROVISIONER:

Can you tell us how long frozen cured briskets in brine can be kept in cold storage?

As far as the actual keeping quality of the meat is concerned the briskets could be carried for a long time without actual spoilage. However, the product would probably get pretty salty. Product in brine which is put in the freezer keeps on curing at a slow rate. This process is very slow at a temperature of 16 degs. Fahr. and falls off still more as the temperature approaches zero.

It might be found more desirable to freeze green briskets and cure them as needed. In general it is better not to hold product in pickle in the freezer longer than 6 months.

Beef Chill Temperatures

A Southern packer asks at what temperature beef should be chilled out and the effect of temperature on the beef. He writes:

Editor THE NATIONAL PROVISIONER:

Can you tell us the proper temperature for chilling out beef? Would temperature of the chill room have any effect on color of the beef? What temperature should we use in the holding cooler?

When beef carcasses are run in, the temperature of the chill room should be about 28 to 29 degs. Fahr. Carcasses should be chilled as quickly as possible to 36 to 38 degs. and held there. In some climates it is desirable to chill and hold beef at 34 degs. In this inquirer's section of the country, however, the higher temperature is suggested.

Temperature of the chill room does not affect the color of carcasses, but the humidity in the room does. If the air is too dry meat will become dry and dark. If a humidity of 90 can be maintained in the room it is easy to get a nice bloom on beef and retain it.

FREE FATTY ACIDS IN LARD

What causes high free fatty acid content in lard? Holding fats in the tanks too long before rendering, especially if fats contain moisture, is one reason. There are others. "PORK PACKING," The National Provisioner's new book, tells how to keep free fatty acid content low.

Smokehouse Equipment

Thorough cleaning of smokehouse trees and smoke sticks is important in securing good results in smoking operations. A pork packer asks for the best method. He writes:

Editor THE NATIONAL PROVISIONER:

Will you tell us of a good practical way to wash and clean smokehouse trees and sticks? We believe we could improve on our method.

The most common practice in cleaning trees is to submerge and keep them for a while in a tank or vat filled with a strong caustic soda solution or one of the standard commercial cleaning materials. Solution should be kept at the boiling point during the cleaning process. Trees should be thoroughly rinsed in clear water after they come out of the cleaning solution.

Smoke sticks may be washed in a regular stick washing machine or in a vat in the same kind of solution used for cleaning trees. If washed in a vat the water should be thoroughly agitated so the sticks will be cleansed on all sides. They should be rinsed thoroughly with clean water.

Buying and Testing Sausage Casings

Do you know how to buy casings?

How many pounds of sausage meat do you lose a week through defective casings?

And when they arrive, do you know how to test them?

Practical hints on buying and testing sheep and hog casings may be obtained by filling out and sending in the following coupon:

The National Provisioner,
Old Colony Bldg., Chicago, Ill.
Please send me reprint on "Buying and Testing Sausage Casings." I am a subscriber to THE NATIONAL PROVISIONER.

Name
Street
City

Enclosed find 5-cent stamp.

YIELDS OF PORK CUTS

Do you know what any cut of pork should yield, based on various live and dressed weights? Tables give you this information instantly in chapter 5 of "PORK PACKING," The National Provisioner's latest book.

Recent Patents

New Devices Relating to the Meat and Allied Industries on Which U. S. Patents Have Been Granted.

Dog Food.—Elton R. Darling, Chicago, Ill., assignor to Chappel Bros., Inc., Rockford, Ill. This patent covers process of producing a readily digested meat-protein preparation, by extracting comminuted meat with water, triturating the extracted meat in the presence of water by means of attrition grinding, separating the substantially unground connective tissue and drying the resulting finely divided meat protein thoroughly. Granted July 30, 1935. No. 2,009,391.

Storing Frozen Foods.—Harden F. Taylor, Scarsdale, N. Y., and Alexander H. Cooke, New York City, assignors to Atlantic Coast Fisheries Co., New York. A method of storing frozen foods and preventing drying during cold storage. The method comprises impregnating the containers in which the foods are to be packed with air saturated with steam and then packing the frozen foods therein. Granted August 13, 1935. No. 2,011,426.

Container for Frankfurts.—Samuel R. Taylor, Boston, Mass. A container comprising a base and side walls of an even height, having their ends terminating flush with ends of base. There is a single end wall rising from base between side walls. This has a finger receiving recess at top edge, with a backing of thin flexible material. Side walls are flexible so that they may be flexed inwardly and an article in the container grasped. Granted August 13, 1935. No. 2,011,383.

Dry Powdered Meat.—John C. MacLachlan, Chicago, Ill., assignor by mesne assignments, to Albert P. Hunt, Chicago. This patent covers the process of producing a dry powdered meat, separating the lean from the fat and bone portions, grinding the lean meat and adding a small amount of vegetable fat to the ground meat. The resulting mixture is finely disintegrated, separated and dried in a gaseous medium to form a powder. Granted Sept. 10, 1935. No. 2,013,859.

Meat Treating Method.—Levi Scott Paddock and Richard W. Regensburger, Chicago, assignor by mesne assignments to Industrial Patents Corp., Chicago. The combination of a piece of fresh meat (refrigerated to a temperature sufficiently low to prevent substantial bacterial propagation, having a portion of its surface of natural fat or non-muscular tissue), another portion provided by the exposed muscular tissue of an untreated cut surface, and a covering for the cut muscular tissue. Cut muscular tissue is maintained in

contact with the covering throughout its entire surface. Contact between cut surface and covering is maintained by adhesion, but is capable of being forcibly removed without destructive effect on tissue or altering appearance of fresh cut appearance. Covering is capable of maintaining original color, appearance and condition of cut surface for long periods without appreciable change. Cover comprises a fabric of open texture and a congealable solution containing an essential oil having germicidal properties. Portions of this solution penetrate through openings in fabric and contact with cut surface, sealing it against germs. Granted July 30, 1935. No. 2,009,586.

Device for Smoking Meats.—John Robinson, West Bridgeford, Nottingham, England. This device consists of an elongated smoke chamber through which is an endless conveyor. A smoke conduit extends externally of the chamber and connects with it at each end and at an intermediate point. A smoke producing chamber and a means of circulating smoke are provided. Granted September 3, 1935. No. 2,013,479.

Apparatus for Making Skinless Franks.—Louis Karpiloff, Brooklyn, N. Y. This device is made up of a series of tubes, with means for opening and closing the outlet ends, and a series of plungers for each tube. There is a manifold around the inlet ends of the tubes. This has a receiving aperture. Plunger passages are provided in the manifold, and leading into the respective tubes. Granted September 3, 1935. No. 2,013,610.

Preventing Freezer Burn.—Theodore L. Swenson, Chevy Chase, Md. A process of preventing freezer burn on food-stuffs by coating with an oil saturated with carbon dioxide. Granted July 23, 1935. No. 2,009,033.

Heat Exchange Device.—Charles T. Walter, Chicago, Ill., assignor to Industrial Patents Corp., Chicago. This is a device for chilling fluid products, such as lard. It consists of an outer casing having an inlet and outlet for the passage of the product into and out of the machine. A hollow rotor is mounted within the casing to form a narrow space for enveloping the rotor with a thin sheet of product to be chilled. The refrigerating medium is contained in the rotor. Means are provided for removing the chilled or frozen material from the rotor. Granted May 14, 1935. No. 2,001,084.

Ham Retainer.—Stanley F. Gleason, Overbrook, Pa. This device consists of a mold for receiving the meat, and a pressure plate movable within the mold. An anchor member is provided, also a means for adjustably securing the anchor in spaced relation to the mold. A toggle co-acts with the anchor and pressure plate. A yielding means for actuating the toggle connection is provided. Granted July 16, 1935. No. 2,008,301.

Brands and Trade Marks

In this column from week to week will be published trade marks of interest to readers of THE NATIONAL PROVISIONER. Those under the head of "Trade Mark Applications" have been published for opposition, and will be registered at an early date unless opposition is filed promptly with the U. S. Patent Office.

TRADE MARK APPLICATIONS.

Interstate Cotton Oil Refining Co., Sherman, Tex. For flaked hydrogenated cottonseed oil. Trade mark: HYDROIL FLAKES. Claims use since May 20, 1935. Application serial No. 365,805.

Sanitary Grocery Co., Inc., Washington, D. C. For hams. Trade mark: SANICO. Claims use since 1930. Application serial No. 365,003.

The European Kosher Provision Co., Baltimore, Md. For smoked and cured meats. Trade mark: EUROPEAN KOSHER PROVISION MFG. CO. and Jewish symbols within a circle. Claims use since March 1, 1932. Application serial No. 358,978.

Kneeland T. Simonds, doing business as Simons Beef Burger Co., Chicago, Ill. For ground beef for use in the preparation of sandwiches. Trade mark: BEEF-BURGER. Claims use since April 17, 1925. Application serial No. 364,891.

Edwin Davies, Detroit, Mich. For seasoning for sausage meat, etc. Trade mark: I. N. V. U. Claims use since May 1, 1935. Application serial No. 365,028.

Rath Packing Co., Waterloo, Ia. For canned corned beef hash. Trade mark: An oval the upper half and border of which is purple. Claims use since July 5, 1934. Application serial No. 356,377.

Chicago Food Products Co., Chicago, Ill. For canned corned beef hash and canned chili con carne with beans. Trade mark: MILE-HI, with picture of airplane. Claims use since March 8, 1935. Application serial No. 363,425.

Bannock Food Co., Inc., West Chester, Pa. For dog food. Trade mark: BANNOCK, above the picture of a dog. Claims use since January, 1931. Application serial No. 365,792.

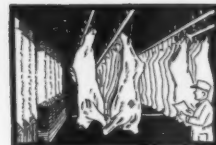
John Morrell & Co., Ottumwa, Ia. For shortening—namely a blend of animal fats and lard. Trade mark: PRIDO. Claims use since January 8, 1935. Application serial No. 366,367.

Dog Food Products Co., New York City. For dog and cat food. Trade mark: SMACK. Claims use since June 24, 1935. Application serial No. 366,904.

Huston & Milkowski, Inc., Chicago, Ill. For canned hams. Trade mark: POLKA. Claims use since October 15, 1934. Application serial No. 363,460.



REFRIGERATION and Air Conditioning



USE OF AUTOMATIC VALVES

Best results in use of automatic valves in refrigeration can be obtained only when these useful devices are properly installed.

Location of automatic valves for va-

it was desirable to maintain the temperature very close, a magnetic valve was put in the liquid line to act as a king valve. In other words, the user had a positive shut-off when the machine shut down.

In this case three thermostats are

insulate the remote bulb. When this is done the valve should not be depended on to close when the machine shuts down. The holdover effect in the brine would keep the suction pressure down and not allow the valve to close.

Fig. 3 shows the right and wrong application of the remote bulb in the case of a top feed to a coil. If the remote bulb is strapped in the position

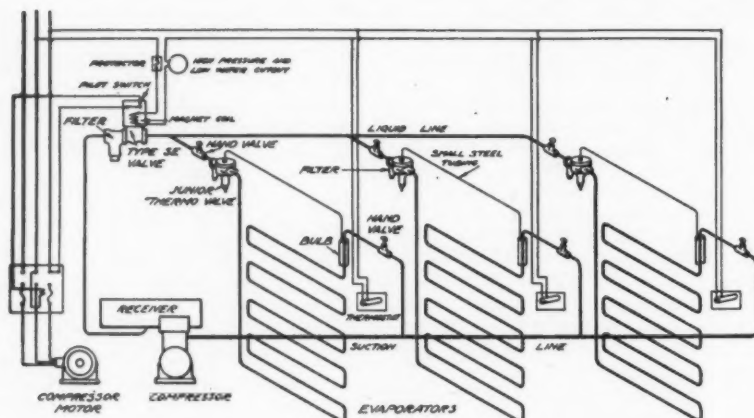


FIG. 1—THREE VALVES IN MULTIPLE ON ONE COMPRESSOR.

rious types of refrigerating systems was described by J. L. Shrode at a recent meeting of the National Association of Practical Refrigerating Engineers. Some of his recommendations are shown here. Others will be described in future issues of THE NATIONAL PROVISIONER.

Fig. 1 is an illustration of three valves in multiple on one compressor. This represents three thermal valves feeding three low sides, flowing back and into a common suction line. Notice the remote bulbs are on the outlet of each coil, the tubing leading back to the valve. This illustration is taken from an actual installation, and since

hooked in multiple. As long as any thermostat was on the "on" position the plant continued to operate, and when that one released it would shut down. Any time any room needed refrigeration the compressor would start.

Fig. 2 is an application on a brine tank. The remote bulb is strapped on the outlet of the pipe coil inside the tank under the brine surface. It is exposed to the brine, which acts as a balance, giving very close control. In the case of a closed or pressure type tank where that remote bulb installation would be impossible, it would then be necessary to place the remote bulb on the suction line outside of the tank and

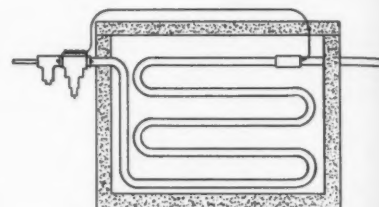


FIG. 2—APPLICATION OF VALVE ON BRINE TANK.

shown by the dotted line, evaporation of liquid will maintain a constant temperature there and the valve would not function properly. If it is placed in the other position there is a cumulative effect and much better regulation will be secured.

In no case should bottom pipe of a coil of this construction run horizontally back to the compressor. The velocity would be so high that before the valve had time to close, even though it be only a second or two, the liquid would have passed by the remote bulb and gone back to the compressor. There might be some damage done.

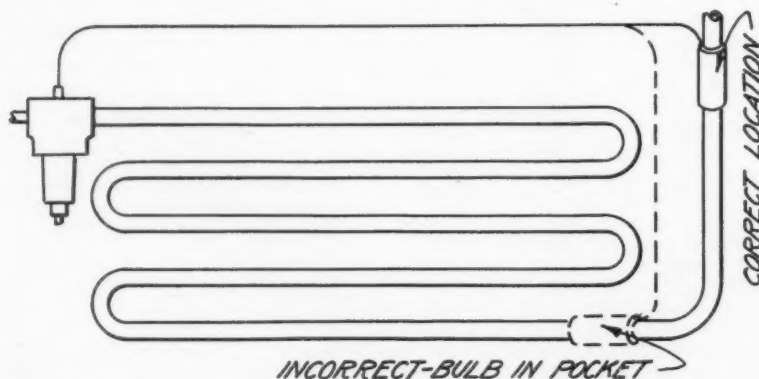


FIG. 3—RIGHT AND WRONG APPLICATION OF REMOTE BULB IN COIL.

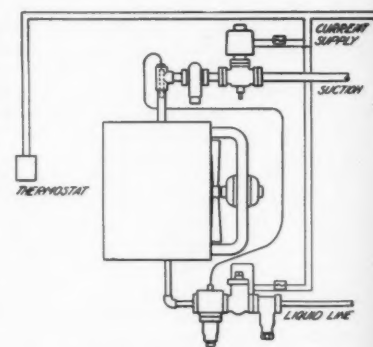


FIG. 4—THERMAL VALVE ON UNIT COOLER WITH REMOTE BULB IN-SIDE PIPE.

Fig. 4 is an illustration of a thermal valve on a unit cooler in which the remote bulb used is an insert inside the pipe. This drawing represents an actual cooler in use, and it has a total path of

Why Packers are using **ACTION-AIR** in Sausage Coolers

Packers throughout the country are proving that an Action-Air in the sausage cooler is a good investment. Condensation is eliminated on coils and side walls. The product is dry and firm when delivered to the retailer. And since the ceiling of the cooler is dry, there is no mold on the product when it is purchased by the consumer.

Action-Air is also a good investment in fresh-kill coolers. The shrouds and cattle are comparatively dry in the morning. The surface of the beef is in prime condition, the cold penetrating to the bone of the carcass.

Perhaps Action-Air will solve your own cooler problems. Ask for complete information.

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only 14 in. The amount of work done, equivalent to two tons of refrigeration, is enormous compared to the total exposed surface. In this case a remote bulb of the insert type is desirable. The degree of flood would be regulated by the distance between remote bulb and the cooler. The farther away the more it would flood. A variation of even 10 per cent in the flooded condition of a unit of this kind would mean a vast difference in its capacity. It is necessary, therefore, to gauge it very closely.

In any application where the remote bulb may be exposed to a high velocity air current or high temperature, the insert type is desirable.

REFRIGERATION NOTES

Madison County, Ala., has applied for government PWA loan to construct cold storage warehouse. Estimated cost, \$105,000.

T. J. McAlpine & Son have been awarded contract for erection of cold storage plant, Summerland, B. C., Canada.

New cold storage warehouse is being constructed at Forty-first st. and Sixth ave., Rock Island, Ill.

George E. Mead is interested in equipment for quick freezing of fruit, cold storage and ice-making, Cantonment, Fla.

Missoula Ice Plant, Missoula, Mont., has installed new individual cold storage locker system.

W. H. Fox of Memphis, Tenn., plans to erect ice manufacturing plant and cold storage warehouse in Chippewa Falls, Wis.

Columbia Ice & Cold Storage Co., Wenatchee, Wash., is adding 120 car capacity to its cold storage plant there. Addition will give them total capacity in three plants of 650 cars.

Malcomb Griffin, Big Island, Va., recently purchased 2-ton refrigeration machine for cold storage use.

NEW NON-CORROSIVE METAL

A packer interested in a new metal coming into use in meat plants writes:

Editor THE NATIONAL PROVISIONER:

I recently saw in the curing cellar of a meat plant an electric conduit that had the appearance of copper. Inquiry of the foreman brought forth no information other than that the metal was corrosion proof. As we have been having trouble with the electric wiring in our curing cellar, I am wondering if this is so, and whether or not you can give me any further information about the metal composing this conduit.

This packer no doubt saw conduit made of a new copper-silicon-manganese alloy which is reported to be under test in a number of meat packing plants. This metal has the appearance

of copper. It is non-sparking and non-magnetic, and is said to offer good resistance to meat plant corrosion.

The metal may be cast, drawn, machined and welded by either the oxy-acetelene or the electric arc process. In addition to conduit and fittings, it is being used for many other purposes. However, it is not suitable, nor is it recommended, for uses in the packing-house where it is in contact with meat. The alloy is a product of the American Brass Co., Waterbury, Conn.

MEAT INSPECTION CHANGES

Changes in the federal meat inspection service:

Inspection granted. — Weil Packing Co., Evansville, Ind.

Inspection withdrawn. — Armour and Company, 358 E. First ave., Los Angeles, Calif.; Swift & Company, Magazine and Julia sts., New Orleans, La.; Seitz Packing & Mfg. Co., St. Joseph, Mo.

Change in name. — United Packing Co., Pawtucket, R. I., instead of Lecht Bros., Inc.; Armour and Company, Memphis, Tenn., and Memphis Packing Co., and Memphis Packing Corp. instead of Memphis Packing Co.; C. R. Wildman, Leesburg, Va., and The Rokeby Ham Co. instead of R. B. Wildman.

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Specializing in Pool
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load Distribution of
Packinghouse Prod-
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TRY before you BUY

Make an "On-the-Job" Test
with your own loads, over your
own roads, with your own driver.

FORD V-8 TRUCKS

Hog Cut-Out Improves With Lower Live Costs

A DECLINE of 75c to \$1.00 per cwt. in hog prices at Chicago during the first four days of the current week, without a corresponding drop in product values, resulted in a hog cut-out more favorable to packers than for practically any other similar period during the past two years.

Hogs this week cost packers at Chicago from 45c to 65c per cwt. less than during the corresponding period a week

earlier, the largest reduction being on light weights and the smallest on heavy animals.

Product values during the first four days of the current week averaged 20c to 31c per cwt. less than a week earlier, the largest reduction being on product from light hogs and the smallest on product from heavy weights. The net result was that heavy hogs cut out to the best advantage, the only loss being

on lightweights. Medium weight hogs broke even.

The following test is worked out on the basis of live hog costs and green product values at Chicago during the first four days of the current week, average costs and credits being used. Results shown are typical of Chicago only. In other localities costs and prices prevailing there should be substituted for those shown here.

HOW SHORT FORM HOG CUTTING TEST RESULTS ARE FIGURED

(Hog prices and product values based on THE NATIONAL PROVISIONER MARKET SERVICE, cutting percentages taken from actual tests in Chicago plants.)

	180-220 lbs.			220-260 lbs.			260-300 lbs.		
	Per cent live wt.	Price per lb.	Value per cwt. alive.	Per cent live wt.	Price per lb.	Value per cwt. alive.	Per cent live wt.	Price per lb.	Value per cwt. alive.
Regular hams.....	13.90	20½	\$ 2.84	13.70	20¼	\$ 2.78	13.30	19½	\$ 2.59
Picnics	5.50	16%	.93	5.30	16%	.89	5.00	14%	.72
Boston butts.....	4.00	21%	.86	4.00	21%	.86	4.00	21%	.86
Loins (blade in).....	9.70	22¼	2.16	9.30	21%	1.96	8.80	19%	1.74
Bellies, S. P.....	11.00	21%	2.32	8.70	20%	1.81	3.50	20%	.72
Bellies, D. S.....	3.00	19%	.57	9.00	18%	1.70
Fat backs.....	1.00	15%	.16	3.00	16%	.50	5.00	17%	.87
Plates and jowls.....	2.50	15½	.38	2.50	15½	.38	3.30	15½	.50
Raw leaf.....	2.00	13%	.27	2.10	13%	.28	2.20	13%	.29
P. S. lard, rend. wt.....	11.90	14%	1.70	11.60	14%	1.64	11.20	14%	1.58
Spareribs	1.50	17%	.26	1.50	17%	.26	1.50	17%	.26
Trimnings	3.00	16%	.48	2.80	16%	.45	2.70	16%	.44
Feet, tails, neckbones.....	2.0014	2.0014	2.0014
Offal and misc.....454545
TOTAL YIELD AND VALUE.....	68.00		\$12.95	69.50		\$12.97	71.50		\$12.86
Cost of hogs per cwt.....			\$10.12			\$10.09			\$10.00
Condemnation loss.....			.05			.05			.05
Handling and overhead.....			.62			.58			.55
Processing tax.....			2.25			2.25			2.25
TOTAL COST PER CWT. ALIVE.....			\$13.04			\$12.97			\$12.85
TOTAL VALUE.....			\$12.95			\$12.97			\$12.86
Loss per cwt.....			\$.09		
Loss per hog.....			\$.18		
Profit per cwt.....					\$.01
Profit per hog.....					\$.03

ESTABLISHMENT 531

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PURE LARD and Highest Quality SHORTENING

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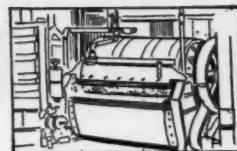
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LARD	1/2 cwt. 1.15
BELLIES	1/2 cwt. 1.15
HAMS	1/2 cwt. 1.15
LOINS	1/2 cwt. 1.15
BUTTS	1/2 cwt. 1.15

Provisions and Lard

Weekly Market Review



Trade Fairly Active—Market Irregular—Undertone Barely Steady—Hog Run Larger—Hogs Lower—Cash Trade Moderate—Meats Easier.

Market for hog products backed and filled the past week in a fairly active trade. Undertone was barely steady. Spot lard showed relative firmness, while later positions were slightly lower as a result of a somewhat larger run of hogs to market, and a lower hog level.

Reports of a slow cash demand for product was somewhat against values, but firmness in corn served at times to check selling pressure and bring about some covering by shorts. As a whole, commission houses and packinghouse interests were on both sides. There appeared to be moderate hedge pressure on late months at times, but some of the buying in nearby deliveries was credited to packers.

As a result of easier hogs, pork loins were lowered somewhat during the week. This had an adverse influence on the market in general, although easier meat prices apparently have tended to quiet consumer resistance so much in evidence a short while ago.

Hog Receipts Increase

Receipts of hogs were considerably larger than for some time past, but comparatively the run continued small. Packers were inclined to back away somewhat from hogs, apparently attempting to accumulate supplies on a scale down as far as possible. This served to check bullish speculative aggressiveness in the futures market.

At the same time, there was nothing in the news to indicate any material increase over the present marketings in the near future.

As a result, there was much speculation as to what the hog raisers' attitude would be toward marketing on further hog price declines.

Receipts of hogs at western packing points last week totaled 229,200 head, compared with 189,463 head the previous week and 445,500 head the same week last year.

Average price of hogs at Chicago at outset of week was 9.90c, against 10.05c the previous week, 5.50c a year ago 4.25c two years ago and 3.45c three years ago. Top hogs at Chicago eased to 9.85c at mid-week.

Average weight of hogs received at Chicago last week was 253 lbs., compared with 250 lbs. the previous week,

227 lbs. a year ago and 239 lbs. two years ago.

Lard Exports Continue Small

A good part of the run of hogs of late have been new crop hogs. Complaints have been made that the hogs are unfinished in many cases. This is readily understood in view of scarcity of old corn and the fact that new corn has not begun to move in volume as yet.

Administrator Chester C. Davis of the AAA informed farmers there would be no corn-hog adjustment program next year unless they showed they want it at the referendum Saturday October 26.

Lard exports for week ended October 12, were 476,000 lbs., against 5,344,000 lbs. last year. Exports from January 1 to October 12 have been 79,624,000 lbs., against 382,981,000 lbs., the same time last year. Exports of hams and shoulders for the week were 1,129,000 lbs., against 672,000 lbs., bacon, 30,000 lbs., against 149,000 lbs.; pickled pork, 17,000 lbs., against 191,000 lbs.

PORK—A moderate demand and a steady market was noted at New York. Mess was quoted at \$37.62 per barrel; family \$38.62 per barrel; fat backs, \$34.62 to \$35.62 per barrel.

LARD—Demand was fair at New York and market about steady. Prime western was quoted at 14.65@14.75c; middle western, 14.65@14.75c; New York City tierces, 14½c; tubs, 15¼@15½c; refined Continent, 15.20@15.30c; South America, 15.20@15.30c; compound, car lots, 12½c; smaller lots, 13c.

At Chicago, regular lard in round lots was quoted at 12½c over October; loose lard, 7½c over October; leaf lard, 17½c over October.

(See page 196 for later markets.)

BEEF—Demand was fair and market firm at New York. Mess was nominal; packer, nominal; family, \$23.50 to \$24.50 per barrel; extra India mess, nominal.

ARGENTINE BEEF EXPORTS

Cable reports of Argentine exports of beef this week up to Oct. 25, 1935, show exports from that country were as follows: To the United Kingdom, 102,908 quarters; to the Continent, 630 quarters. Exports the week ending Oct. 18 were: To England, 102,908 quarters; Continent, 5,957 quarters.

PORK IMPORTS CONTINUE

(Special Wire to The National Provisioner.)

New York, Oct. 26, 1935.

Imported pork again came into New York in considerable volume during the past week, all of it coming from Canada. A total of 26,848 lbs. of fresh pork cuts, including tenderloins, was received. Canada also sent 2,668 lbs. of bacon; 539 lbs. of pork butts; 767 lbs. of sausage and 5,421 lbs. of ribs of beef.

Frozen Argentine turkeys with feet off are now being sold at 27½c, duty paid. This shipment was received in August and is this year's crop.

Canned beef imported from South America during the week amounted to 328,050 lbs.

The New York beef market is quiet and demand is slow and light.

MEAT IMPORTS AT NEW YORK

For week ended Oct. 19, 1935:

Point of origin.	Commodity.	Amount.
Argentina—Canned corned beef.....		31,950 lbs.
Argentina—Canned roast beef.....		1,800 lbs.
Brazil—Canned corned beef.....		108,000 lbs.
Brazil—Cured pork.....		25,378 lbs.
Canada—Bacon.....		3,006 lbs.
Canada—Sausage.....		2,000 lbs.
Canada—Smoked pork butts.....		821 lbs.
Canada—Fresh chilled pork shoulders.....		12,343 lbs.
Canada—Pork tenderloins.....		1,980 lbs.
Denmark—Smoked bacon.....		1,840 lbs.
Denmark—Liverpaste.....		3,432 lbs.
England—Sausage.....		288 lbs.
England—Meat paste.....		300 lbs.
France—Pork liverpaste.....		935 lbs.
Germany—Smoked sausage.....		5,516 lbs.
Germany—Smoked pork.....		182 lbs.
Irish Free State—Smoked bacon.....		1,884 lbs.
Irish Free State—Fresh chilled beef.....		3,895 lbs.
Irish Free State—Smoked ham.....		731 lbs.
Italy—Smoked sausage.....		2,090 lbs.
Italy—Smoked ham.....		440 lbs.
Lithuania—Frozen pork.....		59,738 lbs.
Lithuania—Salted bacon.....		495 lbs.
Lithuania—Cured pork.....		11,680 lbs.
New Zealand—Edible beef tallow.....		300,741 lbs.
Poland—Cooked ham.....		168,215 lbs.
Poland—Smoked bacon.....		3,321 lbs.
Poland—Pork goulash.....		4,178 lbs.
Uruguay—Canned corned beef.....		180,000 lbs.
Uruguay—Oleo stearine.....		110,420 lbs.
Uruguay—Edible beef tallow.....		110,375 lbs.
Uruguay—Jerked beef.....		4,134 lbs.

IRISH PLAN PORK SHIPMENTS

A quantity of frozen pork for shipment to the United States was recently ordered at Cork, Ireland. This is expected to be the first of a number of shipments. Some delay in shipment may occur, however, because of the difficulty of fixing a quotable price. The hog population of the Irish Free State is now at a relatively high level and it is expected that 1935 slaughter will total about 1,000,000 animals.

Watch the Classified Advertisements page for bargains in equipment.

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GUARANTEE
OF QUALITY
IN SPICES!

PORK SAUSAGE

Pork Sausage made with FORBES Seasoning will taste better, and SELL better because of finer flavor and higher quality.

And don't forget that if you prefer to mix your own seasonings, FORBES Spices will insure finer results and better sausage!

Only the finest of raw spices are selected for processing by FORBES. The raw spices are ground, refined and blended by the latest and most improved methods. The seasonings that result are finer in flavor, higher in quality, greater in seasoning power. *They have been famous for quality for 82 years! WRITE FOR SAMPLES!*

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SPICES**
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touch that
means so much

JAS. H. FORBES TEA & COFFEE CO.

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National Bank Bldg., Omaha, Nebr.; J. GroJean,
Niagara Frontier Food Terminal, Buffalo, N. Y.

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for

25 YEARS

You will save money if you let O'LENA solve your stockinette problems!

Our long experience in the manufacture of stockinettes, backed by a modern plant equipped with the most efficient and up-to-date knitting machines available, enables us to give you better service, better stockinettes, at better prices!

O'LENA can furnish you with stockinette of any size, description and weight.

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1882 Flushing Avenue

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HAM BAGS

Made in any weight or style, with plain or ribbed stitches. We can furnish any size for smoked meats, to handle anything from the smallest butt to the largest ham!



MAPLEINE

the ideal flavor tonic,
will not fade out or
change under any
meat packing process.

● CRESCENT MANUFACTURING COMPANY

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SAUSAGE FLAVORS

In Every Test, the Natural, Fresh Juices of
GARLIC • ONION • PARSLEY

have outperformed dried, extracted or concentrated essences. They are superior to raw vegetables because they do not change the color of your product and the flavor is always the same. Consider these facts:

- Constant strength and flavor the year round.
- Obtained directly from fresh vegetable without the use of heat.
- Crystal-clear and free from fibre.
- Natural, delicate fresh flavor retained.
- Vitamine content unaltered.
- Penetrate your product quickly and uniformly.
- Convenient and economical. You need not carry large stocks.
- Meet all B. A. I. requirements.

Produced by exclusive process under
U. S. Patent No. 1978171

Standardize Your Sausage Flavors by this Modern, Dependable and Scientific Flavor Control. Write for Working Samples and Literature telling Exactly How to Use Fresh Vegetable Juices.

VEGETABLE JUICES, INC.

664-666 West Austin Avenue, Chicago, Illinois

PORK PRODUCTS EXPORTS

Exports of pork products from the U. S. week ended Oct. 19, 1935:

	PORK.		
	Week ended Oct. 19, 1935, bbls.	Week ended Oct. 20, 1935, bbls.	Nov. 1, 1934 to Oct. 19, 1935, bbls.
Total	1,840
United Kingdom	1,064
Continent	516
West Indies	200

BACON AND HAMS.			
	M lbs.	M lbs.	M lbs.
Total	675	1,121	103,268
United Kingdom	675	1,121	102,349
Continent	648
Stn. and Ctl. America	30
West Indies	60
B. N. A. Colonies	1
Other Countries	180

LARD.			
	M lbs.	M lbs.	M lbs.
Total	496	5,349	95,735
United Kingdom	496	5,146	88,223
Continent	112	3,833
Stn. and Ctl. America	1,326
West Indies	91	2,334
B. N. A. Colonies	13
Other countries	6

TOTAL EXPORTS BY PORTS.

From	Bacon and		
	Pork, bbls.	Hams, M lbs.	Lard, M lbs.
New York	100	185
Boston	19
Montreal	547	301

Total week	675	486
Previous week	25	1,018	654
2 weeks ago	722	1,051
Cor. week 1934	1,121	5,349

SUMMARY NOV. 1, 1934 TO OCT. 19, 1935.

	1934 to 1935 to 1935, 1934.	Increase.	Decrease.
Pork, M lbs.	368	506
Bacon and hams, M lbs.	103,268	118,024	14,756
Lard, M lbs.	95,735	360,893	265,158

AUGUST MEAT IMPORTS

Meat imports in August, 1935, as reported by the U. S. Department of Commerce:

BEEF (fresh, chilled or frozen)—From Canada, 552,981 lbs.; New Zealand, 172,037; other, 9,510. Total, 734,528 lbs. valued at \$54,157.

PORK (fresh, chilled or frozen)—From Canada, 571,567 lbs.; New Zealand, 19,901 lbs. Total, 591,468 lbs. valued at \$84,431.

OTHER (fresh, chilled or frozen)—Total, 42,260 lbs. valued at \$7,344.

BEEF AND VEAL (pickled or cured)—Total, 63,526 lbs. valued at \$5,076.

HAMS, SHOULDERS AND BACON—From Poland and Danzig, 367,601 lbs.; United Kingdom, 114,886 lbs.; Brazil, 100,513 lbs.; other, 77,965 lbs. Total, 660,965 lbs. valued at \$128,648.

PORK (pickled, salted and other)—Total, 94,030 lbs. valued at \$27,269.

CANNED MEATS—From Poland and Danzig, 1,050 lbs.; Argentina, 2,778,428 lbs.; Uruguay, 2,546,678 lbs.; other, 606,148 lbs. Total, 5,932,304 lbs. valued at \$423,595.

TURKEYS—From Argentina, 17,828 lbs. valued at \$2,433.

POULTRY (prepared)—Total, 3,326 lbs. valued at \$3,227.

Watch the "For Sale" page for bargains.

CHICAGO PROVISION MARKETS

Reported by THE NATIONAL PROVISIONER DAILY MARKET SERVICE

FUTURE PRICES

SATURDAY, OCTOBER 19, 1935.

LARD—	Open.	High.	Low.	Close.
Oct.	14.20	14.20ax
Dec.	13.00	13.05	12.92½	13.00
Jan.	12.65	12.65	12.60	12.65b
May	12.40	12.40	12.35	12.37½b

CLEAR BELLIES—

No future quotations.

MONDAY, OCTOBER 21, 1935.

LARD—	Open.	High.	Low.	Close.
Oct.	14.30-37½	14.40	14.30	14.32½ax
Dec.	13.05	13.05	13.00	13.02½
Jan.	12.75-77½	12.77½	12.65	12.72½
May	12.37½	12.47½	12.37½	12.42½

CLEAR BELLIES—

No future quotations.

TUESDAY, OCTOBER 22, 1935.

LARD—	Open.	High.	Low.	Close.
Oct.	14.30	14.30ax
Dec.	12.95	12.97½	12.95	12.97½b
Jan.	12.70	12.70
May	12.40	12.40	12.35	12.40

CLEAR BELLIES—

No future quotations.

WEDNESDAY, OCTOBER 23, 1935.

LARD—	Open.	High.	Low.	Close.
Oct.	14.35	14.35
Dec.	12.97½	12.97½	12.85	12.85ax
Jan.	12.62½	12.62½	12.60	12.60
May	12.32½	12.35	12.25	12.27½-25

CLEAR BELLIES—

No future quotations.

THURSDAY, OCTOBER 24, 1935.

LARD—	Open.	High.	Low.	Close.
Oct.	14.30	14.30	14.22½	14.22½ax
Dec.	12.80	12.80	12.72½	12.72½
Jan.	12.52½	12.52½	12.45	12.45ax
May	12.25	12.25	12.12½	12.12½b

CLEAR BELLIES—

No future quotations.

FRIDAY, OCTOBER 25, 1935.

LARD—	Open.	High.	Low.	Close.
Oct.	14.10	14.12½	14.07½	14.10
Dec.	12.65-57½	12.75	12.55	12.75
Jan.	12.32½	12.40	12.25	12.40ax
May	12.02½-12.00	12.12½	11.97½	12.12½b

CLEAR BELLIES—

No future quotations.

Key: ax, asked; b, bid; n, nominal; —, split.

EXPORT NOTES

The Cuban government may approve new regulations governing labelling of oil and lard containers, according to U. S. Department of Commerce reports. Under the regulation, manufacturers would have to specify contents of packages and it would be unlawful to use the word "lard" on containers of mixtures of lard and oils. Such regulations would normally promote sale of American hog lard in Cuba although the current price of American product is considered high, compared with competitive lard.

Casings have become the most important meat product imported into Germany, taking the place formerly held by lard. In spite of difficulties of barter trade, American casings are still imported, though in diminishing amounts. About 160 tons were imported from the United States in August against 255 tons in July.

Information on the following trade

CASH PRICES

Based on actual carlot trading Thursday, October 24, 1935.

REGULAR HAMS.

	Green.	*S.P.
8-10	21½	23
10-12	21½	23
12-14	20½ @ 20½	22½
14-16	20½ @ 20½	22
16-18 range	20½ @ 20½

BOILING HAMS.

	Green.	*S.P.
16-18	20	20½
18-20	19½	20½
20-22	19½	20
22-24 range	19½

SKINNED HAMS.

	Green.	*S.P.
10-12	21½	22½
12-14	21½	22½
14-16	21	21½
16-18	18½	18½
18-20	18½	17½
20-22	17½	17
22-24	17	16½
24-26	16½	16½
26-30	16	16½

PICNICS.

	Green.	*S.P.
4-6	17½	17½
6-8	16½	16½
8-10	14½	14½
10-12	14½	14½
12-14	14½	14½

Short Shank ½c over.

BELLIES.

(Square cut seedless)
(S. P. ¼c under D. C.)

	Green.	*D.C.
6-8	23½	24½
8-10	22½	23½
10-12	22	23½
12-14	21½	23
14-16	21½	22½
16-18	21½	22

*Quotations represent No. 1 new cure.

D. S. BELLIES.

	Clean.	Rib.
14-16	19½
16-18	19½
18-20	19½
20-25	19½	18½
25-30	18	17½
30-35	18	17½
35-40	17½	17½
40-50	17½	17½
50-60	17½	17

D. S. FAT BACKS.

6-8	16½
8-10	17½
10-12	17½
12-14	18½
14-16	18½
16-18	18½
18-20	18½
20-25	19

OTHER D. S. MEATS.

Extra Sort Clears	35-45	17½n
Extra Short Ribs	35-45	17½n
Regular Plates	6-8	15½
Clean Plates	4-6	16
Jowl Butts	16½
Green Square Jowls	18
Green Rough Jowls	16

LARD.

Prime Steam, cash	14.45n
Prime Steam, loose	14.20ax
Refined, boxed, N. Y.—Export	unquoted
Neutral, in tierces	18.00
Raw Leaf	14.25n

opportunity may be obtained from the U. S. Bureau of Foreign and Domestic Commerce, Washington, D. C.

A firm in Barbadoes, British West Indies, desires to purchase meat products, especially hams.

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to meet your needs!

Come to Edgemoor for the particular type, size and arrangement of boilers you need.

Our experienced shop and engineering personnel offer you highly specialized technical advice and service if you wish it.

Do not try to fit your power plant needs to an ordinary boiler.

Economical benefits must prevail in a boiler plant to the exclusion of penalties involved in improper selection. Write to

EDGEMOOR BOILERS

EDGE MOOR, DELAWARE, U. S. A.

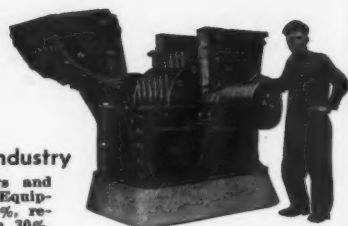
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Serving the Packing Industry

New type ball bearings and pulleys on Gruendler Equipment cut lubrication 90%, reduce power consumption 30%. Gruendler Hogs are fool-proof! Give more uniform results, quicker rendering, better yields. Gruendler Gut Washers and Washers have latest design, most modern construction.

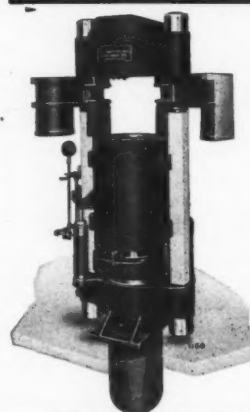
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GRUENDLER CRUSHER & PULVERIZER CO.
2915 North Market St. St. Louis, Missouri



There are Gruendler Crushers and Pulverizers for horns, hoofs, bones (dry and green), beef and lard cracklings, tankage and all by-products.

WRITE!



The New FRENCH CURB PRESS

Will Give You
MORE GREASE
PURER GREASE
LESS REWORKING
GREATER CLEANLINESS

We invite your inquiries

**The French Oil Mill
Machinery Company**

Piqua

Ohio

FERTILIZER MATERIALS

BASIS NEW YORK DELIVERY.

Ammoniates.

Ammonium sulphate, bulk, per ton, basis ex vessel Atlantic ports: October, 1935, to June 30, 1936, inclusive	@ 24.00
Ammonium sulphate, double bags, per 100 lbs. f.a.s. New York	nominal
Blood dried, 16% per unit	@ 3.25
Fish scrap, dried, 11% ammonia, 10% B. P. L., f.o.b. fish factory	2.75 & 10c
Fish meal, foreign, 11 1/4% ammonia, 10% B. P. L., c.i.f.	@ 35.50
Fish scrap, acidulated, 6% ammonia, 3% A.P.A., f.o.b. fish factories	2.25 & 50c
Soda nitrate, per net ton; bulk	
Oct. to Nov. inclusive	@ 23.50
In 200-lb. bags	@ 24.80
In 100-lb. bags	@ 25.50
Tankage, ground, 10% ammonia, 15% B. P. L. bulk	2.85 & 10c
Tankage, unground, 10-12% ammonia, 15% B. P. L., bulk	2.00 & 10c

Phosphates.

Foreign bone meal, steamed, 3 and 50 bags, per ton, c.i.f.	@ 22.50
Bone meal, raw, 4 1/2 and 50 bags, per ton c.i.f.	@ 24.00
Superphosphate, bulk, f.o.b. Baltimore, per ton, 16% flat	@ 8.00
Potash Salts.	
Manure salt, 30% bulk, per ton	@ 14.40
Kainit, 20% bulk, per ton	@ 11.00
Muriate in bulk, per ton	@ 22.50
Sulphate in bags, per ton, basis 90%	@ 33.75

Dry Rendered Tankage.

50% unground	@ .90c
60% ground	@ .95c

LARD AND GREASE EXPORTS

Exports of lard from New York City, Oct. 1, 1935, to Oct. 23, 1935, totaled 765,995 lbs.; tallow, 33,200 lbs.; stearine, 180,000 lbs.

TALLOW FUTURE TRADING

Tallow transactions at New York:

SATURDAY, OCTOBER 19, 1935.

	High.	Low.	Close.
Oct.	7.15b
Dec.	7.15@7.40
Jan.	7.15@7.40
Mar.	7.25@7.45

MONDAY, OCTOBER 21, 1935.

Oct.	7.15
Dec.	7.20
Jan.	7.20
Mar.	7.30

TUESDAY, OCTOBER 22, 1935.

Oct.	7.15b
Dec.	7.20@7.45
Jan.	7.20@7.45
Mar.	7.20@7.50

WEDNESDAY, OCTOBER 23, 1935.

Oct.	7.30b
Dec.	7.35@7.65
Mar.	7.40@7.75

THURSDAY, OCTOBER 24, 1935.

Oct.	7.30
Dec.	7.35@7.60
Jan.	7.40@7.60
Mar.	7.40@7.50

FRIDAY, OCTOBER 25, 1935.

Oct.	7.25b
Dec.	7.35@7.65
Feb.	7.40@7.70

No sales. Closing unchanged to 5 lower.

EASTERN FERTILIZER MARKETS

(Special Report to The National Provisioner.)

New York, Oct. 23, 1935.

Dried blood sold last week at \$2.85 and \$3.00. One car was sold this week \$3.25 per unit of ammonia f.o.b. New York, and \$3.25 is the present quotation. Stocks are light. South American is offered for November shipment at \$3.15.

to \$3.25 per unit c.i.f. Atlantic Coast ports.

No recent sales of ground or unground tankage have been reported and present quotations are nominal as far as local markets are concerned.

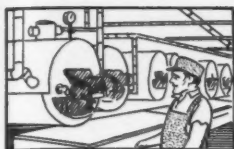
Japanese sardine meal guaranteed 9 1/2 per cent nitrogen sold at \$35.50 per ton c.i.f. U. S. ports; California sardine meal at \$3.00 and 10c c.i.f. Atlantic ports.

Other fertilizer and feeding materials unchanged in price.

FERTILIZER FAIR TRADE RULES

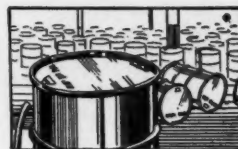
New trade practice rules of the National Fertilizer Association will be submitted soon to the Federal Trade Commission. The 18 trade practice rules will, if approved, prohibit unfair price discrimination, sales below cost, use of loss leaders, misleading price quotations, false and misleading advertising, misbranding and other unfair trade practices. A price reporting plan is included in the rules. Since NRA codes were voided the fertilizer industry has been actively engaged in preparing a self-government program. Suggestions of fertilizer men have been used as a basis for the proposed plan.

When in need of expert packinghouse workers, watch the classified pages of THE NATIONAL PROVISIONER.



Tallows and Greases

Weekly Market Review



TALLOW—An increase in activity and a stronger market featured tallow at New York the past week. Prices budged about $\frac{1}{2}$ c lb. Following business at $7\frac{1}{2}$ c f.o.b. for extra, sales of 10 tanks occurred at $7\frac{1}{4}$ c f.o.b. On Wednesday, it was estimated, between 30 and 50 tanks were traded at $7\frac{1}{2}$ c delivered, equal to $7\frac{1}{2}$ c f.o.b.

The fact that larger soapers came into the market for supplies quickly tightened the situation. Offerings were light except at the advances. Producers appeared to be in a satisfactory position and were inclined to hold for still higher levels. Reports indicated stocks of tallow in both Europe and South America are small.

At New York, special was quoted at $7\frac{1}{2}$ c; extra, $7\frac{1}{2}$ c; f.o.b.; edible, $9\frac{1}{2}$ @ $9\frac{1}{4}$ c f.o.b.

There was little or nothing doing in South American tallow at New York the past week. Last quotation on No. 1 was at 7.10 c c.i.f. nominal.

Tallow futures on the New York Produce Exchange were rather quiet but stronger during the week, the market showing gains of 15 to 26 points.

At Chicago, the tallow situation was steady to firm. Sales of edible were reported at $9\frac{1}{2}$ c f.o.b. Chicago and $9\frac{1}{2}$ c f.o.b. the River. Prime packer was firmly held at the last trading levels and a fair inquiry existed.

At Chicago, edible was quoted at $9\frac{1}{2}$ @ $9\frac{1}{2}$ c; fancy, $7\frac{1}{2}$ @ $7\frac{1}{2}$ c; prime packer, $7\frac{1}{2}$ c; special, $7\frac{1}{4}$ c; No. 1, 7 c.

There was no London tallow auction this week. At Liverpool, Argentine beef tallow, October shipment, advanced 1s 6d to 34s. Australian good mixed at Liverpool, October shipment, also bulged 1s 6d for week to 33s 3d.

STEARINE—Market was quiet but steady at New York with the last business in oleo at $11\frac{1}{2}$ c. At Chicago, market was quiet but firm. Oleo was quoted at $11\frac{1}{2}$ @ $11\frac{1}{2}$ c.

OLEO OIL—A routine trade and a firm tone featured the market at New York. Extra was quoted at $13\frac{1}{2}$ @ 14 c; prime, $13\frac{1}{2}$ @ $13\frac{1}{2}$ c; lower grades, $12\frac{1}{2}$ @ 13 c.

At Chicago demand was fair, and market very steady. Extra was quoted at 13c.

(See page 196 for later markets.)

LARD OIL—A fair interest was indicated in the New York market, but trade was moderate and prices notably unchanged for week. No. 1 was priced at $10\frac{1}{2}$ c; No. 2, 10 c; extra, $12\frac{1}{2}$ c; extra No. 1, $10\frac{1}{2}$ c; prime, $10\frac{1}{2}$ c; winter strained, $12\frac{1}{2}$ c.

NEATSFOOT OIL—Market was steady but rather quiet at New York and quotably unchanged. Cold pressed was priced at $16\frac{1}{2}$ c; extra, $10\frac{1}{2}$ c; No. 1, $10\frac{1}{2}$ c; pure, $13\frac{1}{2}$ c.

GREASES—A routine trade featured market for greases at New York the past week. Volume was kept down somewhat by refusal of soapers to come up in their ideas. Producers were firm, owing to the strength in the tallow market and the fact that no great amount of greases were pressing for sale. Last business at New York in yellow and house was at $6\frac{1}{2}$ c, but outside stuff traded at $6\frac{1}{2}$ c and the market was quoted at $6\frac{1}{2}$ @ 7 c.

At New York, yellow and house were quoted at $6\frac{1}{2}$ @ 7 c; A white, $6\frac{1}{2}$ @ 7 c; B white, $6\frac{1}{2}$ @ $6\frac{1}{2}$ c; choice white, $8\frac{1}{2}$ c.

At Chicago, the market for greases was steady to firm, with good inquiries in the market for choice white and intermediate grades. At Chicago, brown was quoted at $5\frac{1}{2}$ c; yellow, $6\frac{1}{2}$ c; B white, $7\frac{1}{2}$ c; A white, $7\frac{1}{2}$ c; choice white, all hog, $8\frac{1}{2}$ c.

BY-PRODUCTS MARKETS

Chicago, Oct. 24, 1935.

Blood.

Demand improving; last sales of unground at $\$3.50$.

	Unit
	Ammonia.
Ground	$\$3.45$ @ $\$3.55$
Unground	3.40 @ 3.50

Digester Feed Tankage Materials.

Market about steady with last week.
Unground, 10 to 12% ammonia... $\$3.25$ @ $\$3.35$ & 10 c
Unground, 8 to 12%

Liquid stick

Packinghouse Feeds.

Prices up on better demand.

Digester tankage meat meal 60%...	Carlots.
Meat and bone scraps, 50%	@ 45.00
Steam bone meal, 65%, special feeding per ton	@ 50.00
Raw bone meal for feeding	@ 32.50
	@ 32.50

Dry Rendered Tankage.

Offerings continue limited; last sales of average grade at 85 c, Chicago.

Hard pressed and exp. unground per unit protein	$\$.80$ @ $.85$
Soft prod. pork, ac. grease & quality, ton	@ 70.00
Soft prod. beef, ac. grease & quality, ton	@ 60.00

Fertilizer Materials.

Producers asking $\$2.85$ Chicago, with producers' ideas about 10 c lower.

High grd. tankage, ground, 10@12% am.	$\$2.75$ @ 2.85 & 10 c
Bone tankage, ungrd., low gd., per ton	@ 16.00
Hoof meal	@ 2.75

Horns, Bones and Hoofs.

Prices largely nominal; trading slow and market not clearly established.

Horns, according to grade	$\$50.00$ @ 90.00
Mfg. shin bones	45.00 @ 65.00
Cattle hoofs	@ 30.00
Junk bones	17.00 @ 18.00

(Note—Foreign prices are for mixed carloads of unassorted materials indicated above.)

Bone Meals (Fertilizer Grades).

Market featureless; prices nominal.

Steam, ground, 3 & 50	$\$17.00$ @ 18.00
Steam, unground, 3 & 50	16.00 @ 17.00

Gelatine and Glue Stocks.

Demand fair for skulls, jaws and knuckles; last sales at $\$24.00$.

Calf trimmings	@ 25.00
Sinews, plazes	@ 19.00
Horn piths	@ 17.00
Cattle jaws, skulls and knuckles	@ 23.00 @ 24.00
Hide trimmings (new style)	@ 12.00
Hide trimmings (old style)	@ 15.00
Pig skin scraps and trim, per lb.	$5\frac{1}{2}$ @ 6 c

Animal Hair.

Market largely nominal.

Summer coll and field dried	$1\frac{1}{2}$ @ $1\frac{1}{2}$ c
Winter coll, dried	$2\frac{1}{2}$ @ $2\frac{1}{2}$ c
Processed, black, winter, per lb.	$8\frac{1}{2}$ @ 8 c
Processed, grey, winter, per lb.	$7\frac{1}{2}$ @ 8 c
Cattle switches, each*	$1\frac{1}{2}$ @ $2\frac{1}{2}$ c

*According to count.

PACKINGHOUSE BY-PRODUCT YIELDS

Estimated yield and production of by-products from slaughter under federal inspection, August, 1935, with comparisons:

	Average wt.		Per cent of		Production					
	per animal.		live weight.		Aug. 1, 1934, to July 31, 1935.	Aug. 1, 1934, to July 31, 1935.	Aug. 5 year average, 1930-34.	Aug., 1934.	Aug., 1935.	Per cent of average.
	Lbs.	Lbs.	Pct.	Pct.	M lbs.	M lbs.	M lbs.	M lbs.	Pct.	
Edible beef fat ¹	30.01	28.22	3.28	3.14	280,576	26,729	27,441	24,544	91.86	
Edible beef offal	32.77	35.51	3.59	3.95	303,993	22,696	27,308	30,885	136.07	
Cattle hides	61.75	59.66	6.76	6.63	580,745	46,914	54,474	52,207	111.28	
Edible calf fat ¹	1.38	1.51	0.74	0.76	7,876	585	784	712	121.71	
Edible calf offal	7.17	7.69	3.81	3.85	40,867	2,511	3,574	3,025	128.66	
Lard ²	26.34	24.88	12.00	10.51	861,368	99,939	78,125	41,506	41.83	
Edible hog offal	7.25	8.68	3.30	3.66	237,818	20,356	18,630	14,377	70.63	
Pork trimmings	14.81	18.80	6.74	7.94	485,325	45,708	41,023	31,213	68.29	
Inedible hog grease ²	2.56	2.71	1.17	1.14	84,078	8,622	8,108	4,519	52.41	
Edible sheep fat ¹	1.69	1.44	2.03	1.78	29,038	2,290	2,328	2,393	104.50	
Edible sheep offal	2.16	2.26	2.60	2.80	37,072	3,065	2,968	3,755	125.72	

¹Unrendered. ²Rendered.

CASINGS IMPORTS AND EXPORTS

Imports and exports of casings during August, 1935:

	IMPORTS		
	Sheep, lamb and goat, lbs.	Weasands, bladders, intestines, lbs.	Others, lbs.
Denmark	2,600
Germany	5,246	1,684
Latvia	15,354
Netherlands	10,329
Sweden	1,686
Canada	18,740	169,426
Mexico	4,409
Argentina	30,656	3,670	345,501
Brazil	55,117
Chile	17,700
Peru	19,740
Uruguay	123,901
British India	20,437
China	27,892	74,098
Iraq	18,909	5,500
Japan	6,347	3,049
Palestine	3,960
Iran	8,135
Syria	2,546
Australia	83,856	1,966
New Zealand	110,701	8,244
Algeria and Tunisia
Morocco	12,704
Other	1,173
Total	354,896	8,916	856,895
Value	\$414,885	\$2,544	\$110,781

	EXPORTS		
	Hog, lbs.	Beef, lbs.	Other, lbs.
Austria	3,510
Belgium	3,991	20,456
Czechoslovakia	3,329
Denmark	246,694
Finland	11,125
France	4,892	140,545	590
Germany	75,065	552,286	32,176
Italy	542	87,284
Netherlands	72,004	45,088	5,815
Norway	16,340	1,270
Poland and Danzig	53,337
Spain	72,233	121,459
Sweden	116,293
Switzerland	84,872
United Kingdom	36,434	46,513
Canada	15,870	33,904	27,608
Panama	16,668	709
Cuba	1,291	6,650	1,805
Australia	88,713
New Zealand	15,478
Other	1,588	345
Total	585,951	676,274	116,631
Value	\$809,437	\$145,908	\$107,880

GLUE PRODUCTION AND SALES

Statistics on domestic production and sales of hide and extracted bone glue have recently been compiled by the U. S. Tariff Commission. Production is seasonable and greater during the first six months of each year than in the second. Production and sales in recent years have been as follows:

Year	Domestic production		Sales of domestic glue	
	M lbs.	M lbs.	M lbs.	Value.
1931	59,422	45,777	\$8,630,112
1932	36,006	31,320	\$5,001,764
1933	26,205	44,180	\$6,379,031
1934*	28,065	22,461	\$3,369,097

*Six months.

Glue imports during the first six months of 1935 amounted to 1,074,589 lbs. with a value of \$101,850, against imports of 1,676,083 lbs., valued at \$164,373, during the same period in 1934. Exports for the first six months of 1935 totaled 544,070 lbs. with a value of \$88,879.

COLD SPOTS IN LARD

Cold spots in the rendering tank often cause sour lard. "PORK PACKING," The National Provisioner's latest book, explains the reason for cold spots and tells how to prevent them.

BOOST COTTONSEED AS FEED

Demand for literature on cottonseed feeding has been so heavy that the 1935 edition of "Feeding Practices," a publication of the National Cottonseed Products Association, has been exhausted. However, a new edition for 1936 is in preparation and will soon be published. It contains additional information on modern feeding practices.

COTTONSEED BREAD ON DINERS

A flour which has been developed from cottonseed is being widely publicized throughout the South. Bread made from the flour is served on railroad dining cars in Southern territory and those who have eaten it say that it is not only delicious but satisfying. It is reported that the flour is high in vitamins and other necessary food elements.

LARGER PEANUT OIL CRUSH

As much as 252,000,000 lbs. of the 1935 commercial peanut crop may have to be diverted to oil in order to establish reasonable prices for the crop, according to estimates of the U. S. Department of Agriculture. During the year ended October 1, 1934, about 42,600,000 lbs. of peanuts were crushed, producing a total of 9,792,000 lbs. of peanut oil.

Refining Edible Oils

Up-to-date practices in refining edible oils and their manufacture into shortening and salad dressings have resulted in product of superior keeping quality, fine flavor, good color and desirable consistency.

This is due to improvement in neutralizing oils, resulting in more complete deodorization and better decolorizing and clarifying. Improved manufacturing equipment has been introduced and great strides have been made in packaging the product for maximum consumer acceptance.

These up-to-date methods, as well as some of the older practices still in use, are described in a series of articles which have appeared in THE NATIONAL PROVISIONER. Copies of these reprints are available at 75c. To secure them, send the following coupon with remittance:

THE NATIONAL PROVISIONER ..
Old Colony Bldg., Chicago, Ill.
Please send copy of reprint on oil refining and manufacture.
Name ..
Street ..
City .. State ..
(Enclosed find 75c in stamps.)

SOUTHERN MARKETS

New Orleans

(Special Wire to The National Provisioner.)

New Orleans, La., October 24, 1935.
Lower prices for hogs and lard were more important in price trend of cotton oil past week than higher values for cotton caused by better demand, cold weather in West and expectations of better business. Crude sold in fair quantities at 9½c lb., most directions, with 9c lb. now generally bid. Mills holding for higher prices because of firm seed prices, claiming to need 9.50 @10c lb. for crude oil to show an operating profit.

Memphis

(Special Wire to The National Provisioner.)

Memphis, Tenn., October 24, 1935.—Crude cottonseed oil, 9c Valley; cottonseed meal \$21.50 f.o.b. Memphis, October shipment.

MEMPHIS PRODUCTS MARKETS

(Special Report to The National Provisioner.)

Memphis, Tenn., October 23, 1935.
Cottonseed meal held steady with sales in good volume featured by activity in March and May, both months trading within a narrow range. March sold \$22.65@22.90, \$22.75 near close. May traded in good volume early at \$22.75, from there to \$22.90 and back to \$22.75 at close. One delivery was promptly stopped, bringing the total for month to four. October was in fair demand with \$21.90 bid as the high as against a close of \$21.75. Unfavorable weather made for some tightness in cash although consuming interest is reported as disappointing. Close was steady, October closing at an advance of 25c and the other months 10c higher to 15c lower.

Cottonseed oil was dull and quiet with closing prices unchanged.

HULL OIL MARKETS

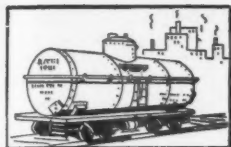
(Special Cable to The National Provisioner.)

Hull, England, Oct. 23, 1935.—Refined cottonseed oil, 28s 6d; Egyptian crude cottonseed oil, 26s.

GOOD NEUTRAL LARD

Neutral lard is clear in color and has no lard taste. It should be sweet and contain no foreign flavors or odors. It is easy to produce good neutral lard. "PORK PACKING," The National Provisioner's latest book, tells how. Every rendering foreman should have this informative book available for his use at all times.

Watch the "Wanted" page for positions offered.



Vegetable Oils

Weekly Market Review



Futures Market Active—Price Movements Irregular—Undertone Barely Steady—Crude Steady—Cash Trade Fairly Good—Lard Easiness Against Oil Upturn.

Operations in cotton oil futures continued the past week, and the market backed and filled. Operations were mixed and there was quite a little switching from nearbys to later positions. As a result, the spot month displayed relative strength, partly due to the fact that deliveries on contract continue light and shorts in October showed a disposition to even up, and transfer their interest to the later positions.

A good part of the trade was professional in character. The feature of the market was the persistent evidence of scale-down resting buying orders in commission house hands. As a result of this, steadiness in cotton and less favorable weather for picking cotton, the bearish ring element was not inclined to press downturns.

Unsteadiness in lard served to check aggressive buying in oil and made for a more mixed sentiment. A pickup in hog receipts attracted some attention as indicating that more lard would be available. Lard stocks are small and there was no pressure of cash lard on the market.

Cash Oil Demand Good

Cash oil demand was fairly good. Further narrowing of the lard oil spread was freely commented on, but the spread continues sufficiently wide to keep compound in a competing position. There is more or less uncertainty as to how favorably October oil consumption will compare with the same month last season. Reports indicate that distribution of oil is on a satisfactory scale.

About mid-week cooler weather over Western Cotton Belt, with the forecast for heavy to killing frosts, came in for some consideration. A killing frost would stop any further cotton growth in that area. There was further gossip relative to slowness of cotton ginnings compared to last year, and the trade was anxiously awaiting the government ginning report due on October 24.

There has been no pressure of seed or crude oil on the market. This is believed to reflect the ginning situation, as the crop is considerably larger than last season. Nevertheless, there are fears of increased pressure of the new crop on the market. Those in close touch with the situation anticipate

larger refiners will be more inclined to hedge new seed and crude this season than they have been in the past.

Tax Developments Awaited

Processing tax developments at Washington are being followed very closely by the trade. The government is anxious for an early decision on the cotton processing tax, as indicated. There are a great many who feel that a decision against the administration might result in lower prices, at least for the time being.

Crude oil sold at 9½c across the Belt during the week. Towards mid-week bids were lowered to the 9c level, although there was no evidence of pressure of supplies from the South.

COCOANUT OIL—Market was quiet at New York during week, but was steady and quoted at 4¼@4½c, depending on position.

CORN OIL—Market was quiet and about steady at New York and quoted at 9½c mid-western mills.

SOYA BEAN OIL—There was no feature in this quarter. Trade quiet. Spot New York was quoted 8.20c; new crop, 8c.

PALM OIL—A fair interest was apparent, and market was steady and unchanged. Spot and Nigre shipment were quoted at 5c; soft oils, 4½c; Sumatra spot, 5c; shipment, 4½c.

PALM KERNEL OIL—Very little trading reported. German oil was quoted at 4.90c.

OLIVE OIL—Market was very steady and unchanged at New York at 10@10½c.

RUBBERSEED OIL—Market nominal.

SESAME OIL—Market nominal.

PEANUT OIL—Market in Southeast was quoted at 9½c.

COTTONSEED OIL—Store oil supplies are moderate at New York and demand is fair. Prices were very steady, following the October futures. Crude oil sold at 9½c across the Belt early in the week and later was quoted at 9c bid.

Market transactions at New York:

Friday, October 18, 1935.

Sales.	Range—		Closing—	
	High.	Low.	Bid.	Asked.
Spot				a
Oct.	10	1072	1055	1072 a trad
Nov.				1045 a 1065
Dec.	4	1054	1053	1053 a 1057
Jan.	2	1052	1048	1051 a 1055
Feb.				1050 a 1070
Mar.	16	1059	1053	1059 a trad
April				1060 a 1075
May	2	1065	1064	1064 a 1065

Saturday, October 19, 1935.

Spot				a
Oct.	4	1060	1060	1058 a 1075
Nov.				1040 a 1065
Dec.	12	1047	1044	1047 a 1050
Jan.	13	1051	1048	1047 a 1049
Feb.				1050 a 1065
Mar.	7	1056	1053	1056 a trad
April				1055 a 1075
May	2	1062	1061	1061 a trad

Monday, October 21, 1935.

Spot				a
Oct.	5	1075	1070	1070 a trad
Nov.				1040 a 1055
Dec.	22	1048	1040	1041 a 1042
Jan.	9	1049	1040	1042 a trad
Feb.				1040 a 1055
Mar.	42	1054	1043	1045 a 44tr
April				1045 a 1060
May	4	1061	1052	1051 a 1053

Tuesday, October 22, 1935.

Spot				a
Oct.	10	1070	1065	1069 a trad
Nov.				1040 a 1069
Dec.	47	1042	1037	1037 a 1039
Jan.	9	1039	1038	1037 a 1040
Feb.				1035 a 1055
Mar.	15	1045	1041	1042 a 1044
April				1045 a 1060
May	23	1050	1047	1049 a trad

Wednesday, October 23, 1935.

Spot				a
Oct.	6	1072	1063	1063 a trad
Nov.				1035 a 1040
Dec.	40	1042	1034	1035 a 34tr
Jan.	4	1041	1040	1035 a 1038
Feb.				1030 a 1050
Mar.	18	1047	1041	1041 a trad
April				1040 a 1055
May	22	1055	1048	1046 a 1048

Thursday, October 24, 1935.

Oct.		1072	1063	1063 a
Dec.		1042	1034	1035 a 1034
Jan.		1041	1040	1035 a 1038
Mar.		1047	1041	1041 a
May		1055	1048	1046 a 1048

(See page 196 for later markets.)

OIL MILL CONVENTION DATES

Definite dates of May 7, 8 and 9 have been chosen for the joint convention of the Oil Mill Superintendents' Association meeting to be held in Memphis in 1936. These days are just prior to the opening of the Memphis Cotton Carnival and the National Cotton Show. Unanimous approval was given the dates by a recent meeting of the operating association.

WEEK'S CLOSING MARKETS

FRIDAY'S CLOSINGS

Provisions

Hog products continued under pressure of liquidation and some hedge selling the latter part of week, but a better class of lard futures absorption was reported on the down turn. Hog receipts were more liberal and hogs were easy at a top of \$9.85.

Cottonseed Oil

Cotton oil was moderately active and fairly steady with allied markets. Trade was mixed, buying on resting orders checking downturns. Crude sold at 9c lb.

Quotations on bleachable cottonseed oil Friday noon were: Oct., \$10.56; Nov., \$12.25@10.40; Dec., \$10.28@10.30; Jan., \$10.28@10.31; Mar., \$10.33@10.32 sales; May, \$10.38@10.40.

Tallow

Tallow, extra, 7½c lb. f.o.b.

Stearine

Stearine, 11½c.

Friday's Lard Markets

New York, October 25, 1935.—Prices are for export; no tax: Lard, prime western, \$14.65@14.75; middle western, \$14.65@14.75; city, 14½c; refined Continent, 15½@15¼c; South American, 15½@15¼c; Brazil kegs, 15½@15¼c; compound, 12½c in carlots.

BRITISH PROVISION MARKETS

(Special Cable to The National Provisioner.)

Liverpool, October 24, 1935.

General provision market quiet and unchanged; very poor demand for hams, fair demand for lard.

Friday's prices were: Hams, American cut, 95s; hams, long cut, unquoted; Liverpool shoulders, square, none; picnics, none; short backs, unquoted; bellies, English, 61s; Wiltshires, unquoted; Cumberlands, unquoted; Canadian Wiltshires, 79s; Canadian Cumberlands, 74s; spot lard, 80s.

WEEKLY HIDE IMPORTS

Imports of cattle hides at leading U. S. ports for week ended Oct. 19:

Week ending	New York	Boston	Phila.
Oct. 19, 1935.....	113,655	12	8,947
Oct. 12, 1935.....	10,211
Oct. 5, 1935.....	65,533
Sept. 28, 1935.....	37,833
Total 1935.....	1,518,196	44,995	29,775
Oct. 20, 1934.....	13,596
Oct. 13, 1934.....	8,064
Same total '34.....	726,849	46,277	40,238
Total so far: 1935—1,592,966.* 1934—813,358.			

*Does not include 222,172 imports at Norfolk.

TANNERS TALK POLICY

Public relations and educational work are the "gravest responsibilities" of the Tanners' Council of America, said president Fraser M. Moffat, at the annual meeting of the Council, held at Chicago, October 24 and 25. "Let us never forget that as a modern industry we are in constant competition with many other industries," Mr. Moffat said.

He estimated raw material needs of the industry during the current year at upwards of 20,000,000 cattle hides and kips, 40 odd million goatskins, between 13,000,000 and 15,000,000 calfskins, and approximately 40,000,000 sheepskins. In addition to all of this, a huge volume of pigskins, reptiles and other exotic material will be tanned.

Government policies, including those affecting drought hides, were discussed. A resolution was passed recommending that the government release from 5 to 10 per cent of the 2,000,000 or more hides, calf and kip skins now being held. It was believed that this could be done without disastrous effects on the market. A committee, headed by Marcus C. Weimer, of the Armour Leather Company, was appointed to negotiate release of these hides.

Another resolution provided that the board of directors reaffirm the trade practices and labor conditions that previously have been in force in the industry. Officers re-elected for the coming year were Percival E. Foerderer, Philadelphia, chairman of the board; Carl F. Danner, American Hide and Leather Co., Boston, vice-chairman; Fraser M. Moffat, president; Merrill A. Watson, New York, executive vice-president; J. Louis Nelson, New York, secretary, and F. H. Miller who succeeded the late C. Q. Adams as treasurer.

GOVERNMENT HIDE HOLDINGS

A summary of government cattle operations undertaken since the beginning of cattle slaughter by federal and state administrations was released last week by Commodity Exchange, Inc., Hide Exchange division, from figures compiled by Tanners' Council of America, and said to be reasonably accurate in absence of official government releases. They show:

Total government purchases, cattle and calves (Cattle estimated at 74%-76%)	8,240,000 head
Condemned on farms.....	1,430,000 head
Slaughtered for F.S.R.C. prior to Sept. 5	2,060,000 head
Slaughtered for state relief administrations prior to Sept. 13.....	1,500,000 head
Hides held by and for F.S.R.C.....	1,440,000 pieces
Skins (23 lbs. and under).....	550,000 pieces

Balance is accounted for in the following manner: Assigned to rural rehabilitation service, assigned to Indian service, condemned en route, etc.

Hides from all cattle slaughtered for FSRC prior to September 5, 1934, were commercially available. The same is true of hides from all cattle slaughtered for state relief administrations prior to September 13, 1934. State contracts with packing plants entered into prior to September 13, 1934, and not consummated by that date, were also commercially available.

This summary in round figures, showing a total of 1,990,000 hides and skins still held, checks out approximately with a recent estimate from other sources of 2,062,325 hides and skins in storage for account of FSRC.

CHICAGO HIDE QUOTATIONS

Quotations on hides at Chicago for the week ended Oct. 25, 1935, with comparisons, are reported as follows:

PACKER HIDES.

	Week ended Oct. 25.	Prev. week.	Cor. week, 1934.
Spr. nat. str.	@16¼n	@16¼n	10 @10¼n
Hvy. nat. str.	@16	@16	9½@10
Hvy. Tex. str.	@15½	@15	@9
Hvy. butt brnd'd str.	@15½	@15	@9
Hvy. Col. str.	@14½	@14½	@8½
Ex-light Tex. str.	@12	@12	@6½
Brnd'd cows	@12	@12	@6½
Hvy. nat. cows	@14½	14½@15n	@8
Lt. nat. cows	@12½	@12½	@7
Nat. bulls	@11½	@11	@6
Brnd'd bulls	@10½	@10	@5
Calfskins	@23 19 @23	19 @23	10½@13
Kips, nat.	16½@17n	16½@17n	@9½
Kips, ov-wt.	@15½	@15½	@8½
Kips, brnd'd	13½@14n	13½@14n	@7
Slunks, reg.	@95	@95	@55
Slunks, hris.	@40 35 @40	35 @40	@40

Light native, butt branded and Colorado steers 1c per lb. less than heavies.

CITY AND CHICAGO SMALL PACKERS.

Nat. all-wts.	12 @12¼	12 @12¼	6½@7n
Branded	11½@11½	11½@11½	6 @6¼n
Nat. bulls	@10½n	@10n	5½@6n
Brnd'd bulls	@9½n	@9n	@5n
Calfskins	@20 17 @19	17 @19	8½@10
Kips	15½@16 15½@16	15½@16	@8½
Slunks, reg.	@85n 75 @85n	75 @85n	35 @45n
Slunks, hris.	@30n 25 @30n	25 @30n	20 @30n

COUNTRY HIDES.

Hvy steers	9¼@9¼	9 @9¼	@4½
Hvy. cows	9¼@9¼	9 @9¼	@4½
Butte	10 @10¼	9½@10	@5
Extremes	10½@11	10½@11	6 @6¼
Bulls	7½@7½	7½@7½	3½@3½
Calfskins	12½@14 13 @13½	13 @13½	@6½
Kips	12 @12½	12 @12½	6 @6½
Light calf	75 @90n 70 @85n	70 @85n	25 @35n
Deacons	75 @90n 70 @85n	70 @85n	25 @35n
Slunks, reg.	50 @55n 50 @55n	50 @55n	@15n
Slunks, hris.	15 @15n 10 @15n	10 @15n	@5n
Horsehides	3.60@4.25 3.60@4.15	2.00@2.50	

SHEEPSKINS.

Pkr. lambs	1.60@1.70 1.55@1.65	70 @80
Sml. pkr.		
lambs	1.15@1.35 1.10@1.35	45 @55
Pkr. shearings	@90	@45
Dry pelts	16 @16½ 16 @16½	9½@11½

CHICAGO HIDE MOVEMENT

Receipts of hides at Chicago for the week ended October 19, 1935, were 5,410,000 lbs.; previous five days, 4,867,000 lbs.; same week last year, 6,665,000 lbs.; from January 1 to October 19 this year, 201,652,000 lbs.; same period a year ago, 190,832,000 lbs.

Shipments of hides from Chicago for the week ended October 19, 1935, were 6,214,000 lbs.; previous five days, 5,036,000 lbs.; same week last year, 9,271,000 lbs.; from January 1 to October 19 this year, 240,577,000 lbs.; same period a year ago, 232,724,000 lbs.



Hides and Skins

Weekly Market Review

Chicago

PACKER HIDES—An advance of a half-cent was paid early this week on heavy native cows, and a similar advance on native bulls. Trading later this week established an advance of one-quarter cent on all branded steers, while light cows and branded cows sold at steady prices. The total movement was slightly over 80,000 hides, mostly Oct. take-off, a good week's business despite the interruptions occasioned by the annual conventions of both the packers and tanners this week.

There was a good demand throughout the week for all descriptions at steady prices but packers declined such bids, asking $\frac{1}{2}$ c up. At their meeting Friday, the Tanners' Council adopted a resolution recommending that five to ten per cent of the government owned drought slaughter hides now in storage be released, to see what effect it would have on the market. The total of slightly over two million hides in storage consist principally of light cows, branded cows, calf and kipskins.

Following this news, two packers sold a full line of hides, at steady prices for the light cows and branded cows and at $\frac{1}{4}$ c advance for branded steers; other packers confined their late sales to the cows and are not inclined to follow on the steers as yet at those prices, unsold stocks being very light.

One packer sold 800 native steers at 16c, steady. Extreme light native steers sold late last week at 14c and well cleaned up.

Two packers sold a line of branded steers, totaling 5,000 butt brands at $15\frac{1}{2}$ c, 8,700 Colorados at $14\frac{1}{2}$ c, 4,000 heavy Texas steers at $15\frac{1}{2}$ c, and 4,000 light Texas steers at 14c, all $\frac{1}{4}$ c up; 2,000 extreme light Texas steers sold at 12c, steady.

All packers sold a total of 16,400 heavy native cows early in week at $14\frac{1}{2}$ c, or $\frac{1}{2}$ c advance over last sales two weeks back. Association sold 2,000 Oct. light native cows early at $12\frac{1}{2}$ c, and all packers later sold total of 22,400, all at $12\frac{1}{2}$ c, steady. Two packers moved 12,300 branded cows late in week at 12c, steady.

One packer sold 2,500, and another packer 1,200 late salting native bulls at $11\frac{1}{2}$ c, or $\frac{1}{2}$ c up; branded bulls quotable $10\frac{1}{2}$ c, nom.

SMALL PACKER HIDES—Chicago small packer all-weights are quotable nominally $12@12\frac{1}{2}$ c for native steers and cows, $\frac{1}{2}$ c less for branded. Outside small packer lots sold early this week at $11\frac{1}{2}$ c, selected, f.o.b. shipping point, for good natives, branded $\frac{1}{2}$ c less, equal to $11\frac{1}{2}$ c, del'd Chgo.; some

ask $\frac{1}{4}$ c more, with buyers' ideas $\frac{1}{4}$ c less at present.

PACIFIC COAST—Pacific Coast market was cleaned up to Oct. 1st couple weeks back, at 12c for steers and $9\frac{1}{2}$ c for cows, flat, f.o.b. shipping points.

FOREIGN WET SALTED HIDES—Last trading in Argentine frigorifico steers, previous week, was at 85 pesos, equal to $13\frac{13}{16}$ c, c.i.f. New York. Market quiet this week, with 14c bid and $14\frac{1}{2}$ c asked at present. Last sale of rejects was at 80 pesos, equal to 13c.

COUNTRY HIDES—Trading in country hides has been slow. Holders are firm in their ideas of value but tanners are slow to pay advances, pointing out that extremes have worked up rather close to packer light cows; buyers would prefer to take on packer light cows at $12\frac{1}{2}$ c rather than pay 11c or more for country extremes. All-weights sold at $9\frac{1}{2}$ c, selected, delivered, for trimmed hides, with 10c generally asked. Heavy steers and cows quoted in a range of $9\frac{1}{4}$ c to $9\frac{3}{4}$ c, buyers' and sellers' ideas. Buff weights last sold at 10c, with $10\frac{1}{2}$ c asked. Best bid on extremes $10\frac{1}{2}$ c, with offerings at 11c unsold. Bulls around $7\frac{1}{2}@7\frac{3}{4}$ c; glues top around 7c. All-weight branded $7\frac{1}{2}@8$ c, but hard to find under 8c.

CALFSKINS—Market quiet, packers having moved their Sept. productions two weeks ago, at 23c for northern point heavies with a few picked points at $23\frac{1}{2}$ c, River point heavies at 22c, and lights under $9\frac{1}{2}$ lb. at 19c.

Chicago city 8/10-lb. calfskins sold this week in a mixed car at 17c, which was paid previous week for some Detroit cities; the 10/15-lb. last sold at 19c and this is available, with 20c asked. Outside cities 8/15-lb., quoted around 18c, nom.; mixed cities and countries around 16c; straight countries variously quoted according to lots, from 14c down to $12\frac{1}{2}@13$ c flat. Chicago city light calf and deacons sold in a mixed car with the 8/10-lb. calf at 12.25 , or 5c up.

KIPSKINS—Market quiet, packers having disposed of most of their Sept. kipskins earlier. Sept. native kips last sold two weeks ago at $16\frac{1}{2}$ c for north-erns and cent less for southern. Over-weights sold last week at $15\frac{1}{2}$ c for north-erns and $14\frac{1}{2}$ c for southern, or a half-cent over previous week. Branded kips last sold at $13\frac{1}{2}$ c for Sept. skins. One packer offering a few Sept. north-ern over-weights at $15\frac{1}{2}$ c.

Chicago city kipskins last sold at $15\frac{1}{2}$ c but quoted $15\frac{1}{2}@16$ c nom., fol-lowing later advance in packer over-

weights. Outside cities around $15\frac{1}{2}$ c; mixed cities and countries about $13\frac{1}{2}$ c; straight countries $12@12\frac{1}{2}$ c, flat.

Packer Sept. regular slunks last sold at 95c; hairless $35@40$ c, flat.

HORSEHIDES—Market firm, with $\$4.00@4.10$ obtainable for good city renderers with full manes and tails and $\$4.25$ asked; mixed city and coun-try lots range $\$3.60@3.80$.

SHEEPSKINS—Dry pelts scarce and quoted $16@16\frac{1}{2}$ c for full wools. Pro-duction of shearlings is now very light and some packers pulling all their stock; last sale of big packer shear-lings was at 90c for No. 1's, 70c for No. 2's, and 45c for clips, previous week; practically none available at present. Pickled skins higher, with sales of Oct. skins in several directions at up to $\$6.00$ per doz., big packer pro-duction, and now asking $\$6.25$. Packer lambs firm at $\$2.00$ per cwt. live lamb, or $\$1.60@1.70$ each, and talking $\$2.25$ per cwt. for Nov. lambs. Outside small packer lambs range $\$1.15@1.35$ each, with sales of good stock at $\$1.25@1.30$, selected.

New York

PACKER HIDES—As previously re-ported, one packer last week sold Oct. native steers and another packer half of Oct. production, at 16c for native steers, 15c for butt brands and $14\frac{1}{2}$ c for Colorados. Early this week a re-sale car of Sept.-Oct. native steers sold at $16\frac{1}{2}$ c, or $\frac{1}{2}$ c up. Other packers still hold Oct. hides.

CALFSKINS—Trading awaited to establish this market. Last sales prices for collectors' calf, 4-5's at $\$1.15$, 5-7's at $\$1.35$, and 7-9's at $\$1.90$, are no longer representative of the mar-ket, with $\$1.50$ talked for 5-7's. Last trading by packers was 9-12 butter-milks at $\$2.70$, and 12-17 buttermilks at $\$3.00$. Firm undertone reported in this market.

N. Y. HIDE FUTURE PRICES

Saturday, Oct. 19, 1935—Close: Dec. $11.92@11.95$; Mar. $12.26@12.29$ sales; June $12.59@12.62$; Sept. 12.89 n; sales 26 lots. Closing 10@12 lower.

Monday, Oct. 21, 1935—Close: Dec. 11.98 sale; Mar. $12.32@12.34$ sales; June $12.65@12.68$; Sept. 12.95 n; sales 52 lots. Closing 6 higher.

Tuesday, Oct. 22, 1935—Close: Dec. $12.06@12.08$; Mar. $12.40@12.41$ sales; June 12.73 n; Sept. 13.03 n; sales 53 lots. Closing 8 higher.

Wednesday, Oct. 23, 1935—Close: Dec. 11.95 sale; Mar. 12.30 sale; June 12.63 n; Sept. 12.93 n; sales 97 lots. Closing 10@11 lower.

Thursday, Oct. 24, 1935—Close: Dec. 11.86 sale; Mar. $12.20@12.21$; June $12.53@12.56$; Sept. 12.83 n; sales 58 lots. Closing 9@10 lower.

Friday, Oct. 25, 1935—Close: Dec. $11.88@11.95$; Mar. $12.22@12.30$; June $12.54@12.60$; Sept. 12.84 n; sales 26 lots. Closing 1@2 higher.



Live Stock Markets

Weekly Review



LIVESTOCK PRICES AT LEADING MARKETS

Livestock prices at five leading Western markets, Thursday, October 24, 1935, as reported by the U. S. Bureau of Agricultural Economics:

Hogs (Soft or oily hogs, excluded).	CHICAGO.	E. ST. LOUIS.	OMAHA.	KANS. CITY.	ST. PAUL
L.A. lt. (140-160 lbs.) gd-ch.	\$ 9.25@ 9.60	\$ 9.60@ 9.90	\$ 8.75@ 9.25	\$ 9.25@ 9.50	\$ 9.25@ 9.50
Medium	8.75@ 9.40	9.10@ 9.75	8.40@ 9.15	9.00@ 9.25	8.75@ 9.25
L.A. wt. (160-180 lbs.) gd-ch.	9.40@ 9.70	9.75@ 10.00	9.10@ 9.40	9.25@ 9.50	9.25@ 9.45
Medium	9.10@ 9.55	9.25@ 9.85	8.75@ 9.30	8.75@ 9.25	8.75@ 9.25
(180-200 lbs.) gd-ch.	9.55@ 9.80	9.80@ 10.00	9.30@ 9.50	9.25@ 9.50	9.25@ 9.40
Medium	9.25@ 9.70	9.25@ 9.80	8.75@ 9.35	8.85@ 9.35	8.75@ 9.25
Med. wt. (200-220 lbs.) gd-ch.	9.70@ 9.85	9.75@ 10.00	9.35@ 9.55	9.35@ 9.50	9.25@ 9.40
(220-250 lbs.) gd-ch.	9.70@ 9.85	9.75@ 9.90	9.25@ 9.40	9.35@ 9.50	9.25@ 9.40
Hvy. wt. (250-290 lbs.) gd-ch.	9.35@ 9.60	9.60@ 9.85	9.20@ 9.35	9.25@ 9.50	9.00@ 9.40
(290-350 lbs.) gd-ch.	9.10@ 9.65	9.40@ 9.75	9.00@ 9.25	9.15@ 9.50	8.75@ 9.10
PACKING SOWS:					
(275-350 lbs.) good	8.00@ 9.00	8.50@ 8.75	8.15@ 8.35	8.40@ 8.65	8.40@ 8.50
(350-425 lbs.) good	8.35@ 8.85	8.35@ 8.60	8.10@ 8.25	8.25@ 8.50	8.25@ 8.40
(425-550 lbs.) good	8.25@ 8.65	8.25@ 8.50	8.00@ 8.15	8.00@ 8.35	8.15@ 8.40
(275-550 lbs.) medium	8.00@ 8.65	7.50@ 8.50	7.85@ 8.15	7.50@ 8.35	8.15@ 8.40
SLAUGHTER PIGS:					
(100-140 lbs.) gd-ch.	8.75@ 9.50	9.35@ 9.75	8.75@ 9.50	9.25@ 9.60	
Medium	8.25@ 9.25	8.35@ 9.60	7.50@ 9.25	8.75@ 9.25	
Av. cost & wt. Wed. (pigs ex.)	9.06-235 lbs.	9.80-225 lbs.	8.91-273 lbs.	9.44-215 lbs.	
Slaughter Cattle, Calves and Vealers:					
STEERS:					
(550-900 lbs.) choice	11.00@ 12.25	9.75@ 11.50	9.25@ 11.50	9.50@ 11.50	9.75@ 11.65
Good	9.00@ 11.75	8.00@ 10.75	8.25@ 10.75	8.00@ 10.75	8.50@ 11.00
Medium	7.25@ 9.25	6.75@ 8.25	6.25@ 8.50	6.50@ 8.75	6.35@ 8.75
Common	5.00@ 7.25	5.50@ 6.75	4.50@ 6.50	5.00@ 6.50	4.65@ 6.35
STEERS:					
(900-1100 lbs.) choice	11.75@ 12.75	10.75@ 12.00	10.75@ 11.75	10.50@ 11.75	11.00@ 12.00
Good	9.25@ 12.00	8.25@ 11.00	8.25@ 11.00	8.75@ 10.75	8.75@ 11.00
Medium	7.25@ 9.50	6.75@ 8.50	6.50@ 8.50	6.50@ 8.75	6.35@ 8.75
Common	5.25@ 7.50	5.75@ 7.00	4.75@ 6.75	5.25@ 6.50	4.75@ 6.50
STEERS:					
(1100-1300 lbs.) choice	12.00@ 13.00	11.00@ 12.00	11.00@ 12.00	10.50@ 11.75	11.00@ 12.00
Good	9.50@ 12.25	8.50@ 11.00	8.50@ 11.00	8.75@ 10.50	8.75@ 11.00
Medium	7.50@ 9.50	7.00@ 8.75	6.75@ 8.75	6.50@ 8.75	6.50@ 8.75
STEERS:					
(1300-1500 lbs.) choice	12.25@ 13.25	11.00@ 12.00	11.00@ 12.00	10.50@ 11.75	10.75@ 11.75
Good	9.75@ 12.25	8.75@ 11.00	8.75@ 11.00	8.75@ 10.50	8.50@ 11.00
HEIFERS:					
(550-750 lbs.) choice	10.50@ 11.25	9.25@ 10.25	9.50@ 10.50	8.50@ 10.50	9.50@ 10.65
Good	8.75@ 10.50	7.75@ 9.25	8.00@ 9.50	7.50@ 9.25	8.00@ 9.75
Com-med.	4.50@ 8.75	4.25@ 7.75	4.00@ 8.00	4.50@ 7.50	4.00@ 8.25
HEIFERS:					
(750-900 lbs.) gd-ch.	8.75@ 11.50		8.25@ 10.75	7.50@ 10.60	8.15@ 10.65
Com-med.	4.50@ 8.75		4.00@ 8.00	4.50@ 7.50	4.25@ 8.25
COWS:					
Good	5.50@ 6.50	5.00@ 6.25	4.75@ 5.50	5.25@ 6.00	4.65@ 5.65
Com-med.	4.25@ 5.50	4.00@ 5.00	3.75@ 4.75	4.00@ 5.25	3.80@ 4.65
Low-cut-cut	3.25@ 4.25	2.75@ 4.00	2.75@ 3.75	2.75@ 4.00	2.50@ 3.60
BULLS: Yris. Ex. (Beef)					
Good	5.75@ 6.75	5.35@ 6.00	5.00@ 5.50	5.15@ 5.50	4.85@ 5.60
Cut-med.	4.25@ 5.75	4.00@ 5.35	3.75@ 5.25	3.50@ 5.15	3.50@ 5.00
VEALERS:					
Gd-ch.	9.00@ 10.00	8.75@ 10.00	7.50@ 9.00	7.00@ 9.00	7.50@ 9.50
Medium	7.00@ 9.00	7.50@ 8.75	6.00@ 7.50	5.00@ 7.00	6.50@ 7.50
Cut-com.	6.00@ 7.00	4.00@ 7.50	4.00@ 6.00	4.00@ 5.00	3.50@ 6.50
CALVES:					
(250-500 lbs.) gd-ch.	7.00@ 10.50	6.50@ 9.25	5.75@ 8.75	5.50@ 7.75	6.50@ 9.00
Com-med.	4.50@ 7.00	3.75@ 6.50	4.25@ 5.75	3.50@ 6.00	4.00@ 6.50
Slaughter Sheep and Lambs:					
LAMBS:					
(90 lbs. down) gd-ch.	8.60@ 9.40	8.75@ 9.50	8.75@ 9.00	8.25@ 9.15	8.50@ 9.00
Com-med.	6.50@ 8.75	6.00@ 8.90	7.00@ 8.75	6.00@ 8.25	6.50@ 8.50
YEARLING WETHERS:					
(90-110 lbs.) gd-ch.	7.10@ 7.90	7.00@ 7.75	7.00@ 8.00	6.50@ 7.00	6.75@ 7.50
Medium	6.25@ 7.25	6.00@ 7.25	5.75@ 7.00	5.75@ 6.50	5.75@ 6.75
EWES:					
(90-120 lbs.) gd-ch.	3.25@ 4.25	3.25@ 4.25	3.00@ 4.25	3.75@ 4.50	3.25@ 4.25
(120-150 lbs.) gd-ch.	3.00@ 4.25	2.75@ 4.00	2.75@ 4.00	3.50@ 4.50	3.00@ 4.25
(All wts.) com-med.	2.25@ 3.25	2.00@ 3.25	1.75@ 3.00	2.25@ 3.75	1.75@ 3.25

SLAUGHTER REPORTS

Special reports to THE NATIONAL PROVISIONER show the number of livestock slaughtered at 16 centers for the week ended October 19, 1935.

	Week ended Oct. 19.	Prev. week.	Cor. week, 1934.
CATTLE.			
Chicago	34,337	32,649	44,241
Kansas City	34,619	31,728	56,625
Omaha	22,889	19,065	28,198
East St. Louis	31,637	29,349	19,207
St. Joseph	10,245	9,825	10,206
Sioux City	11,373	11,879	16,116
Wichita	3,780	3,898	2,412
Port Worth	9,705	8,646	5,674
Philadelphia	2,220	2,379	3,467
Indianapolis	2,069	1,931	1,704
New York & Jersey City	7,922	7,368	10,434
Oklahoma City	13,131	11,117	8,264
Cincinnati	4,414	4,045	5,415
Denver	5,357	5,273	8,833
St. Paul	17,597	16,947	18,763
Milwaukee	4,614	4,581	5,366
Total	214,005	200,998	240,925
HOGS.			
Chicago	58,280	56,003	114,430
Kansas City	13,077	10,880	52,702
Omaha	14,024	8,406	34,038
East St. Louis	16,489	13,409	34,983
St. Joseph	8,699	6,492	27,862
Sioux City	9,924	4,764	20,699
Wichita	3,380	2,250	5,523
Fort Worth	4,560	3,319	5,945
Philadelphia	11,441	9,837	18,259
Indianapolis	7,499	5,379	20,727
New York & Jersey City	36,081	33,273	48,610
Oklahoma City	4,519	4,294	4,298
Cincinnati	10,987	7,987	16,224
Denver	2,453	2,950	4,969
St. Paul	19,210	11,878	36,394
Milwaukee	11,159	8,292	14,080
Total	232,561	169,422	459,747
SHEEP.			
Chicago	47,260	60,964	54,254
Kansas City	19,662	19,131	55,381
Omaha	18,965	23,807	43,308
East St. Louis	11,109	12,106	9,534
St. Joseph	10,912	9,614	18,490
Sioux City	12,715	12,722	41,907
Wichita	780	902	681
Fort Worth	7,449	7,363	3,859
Philadelphia	7,147	6,543	7,010
Indianapolis	3,696	4,340	2,957
New York & Jersey City	67,272	64,363	69,946
Oklahoma City	1,611	1,654	9,198
Cincinnati	8,771	8,119	2,267
Denver	6,879	7,088	34,511
St. Paul	35,278	33,988	63,125
Milwaukee	3,427	5,115	2,389
Total	262,843	277,519	418,760

RECEIPTS AT CHIEF CENTERS

Week ended Oct. 19, 1935:

	Cattle.	Hogs.	Sheep.
At 20 markets—			
Week ended Oct. 19	310,000	251,000	384,000
Previous week	319,000	202,000	563,000
*1934	341,000	503,000	569,000
1933	297,000	373,000	478,000
1932	252,000	487,000	582,000
1931	314,000	596,000	687,000
At 11 markets:			
Week ended Oct. 19			Hogs.
Previous week			162,000
1934			439,000
1933			305,000
1932			398,000
1931			511,000
At 7 markets:			
Week ended Oct. 19	243,000	175,000	230,000
Previous week	224,000	136,000	303,000
*1934	259,000	376,000	407,000
1933	229,000	247,000	322,000
1932	194,000	323,000	348,000
1931	244,000	437,000	434,000

*Including government owned cattle.

U. S. INSPECTED HOG KILL

Kill at 8 points week ended Oct. 18, 1935:

	Week ended Oct. 18, 1935	Prev. week.	Cor. week, 1934
Chicago	67,356	38,999	123,103
Kansas City, Kans.	13,077	10,880	52,702
Omaha	14,378	8,104	35,401
St. Louis & East St. Louis	26,412	24,453	48,507
Sioux City	7,754	5,003	20,183
St. Joseph	8,476	6,133	23,718
St. Paul	21,125	17,164	43,499
N. Y., Newark and J. C.	35,514	33,534	48,387
Total	184,092	144,930	400,498

CALIF. INSPECTED SLAUGHTER

Animals slaughtered under state inspection in California in September, 1935:

Cattle	53,204
Calves	28,522
Hogs	30,561
Sheep	111,843

Meat food products produced:

	Lbs.
Sausage	1,938,270
Pork and beef	1,039,025
Lard and lard substitutes	926,395
Jerked (beef)	65
Tripe	39,787
Chili	3,152
Total	3,937,674

PACIFIC COAST LIVESTOCK

Receipts five days ended Oct. 18, 1935:

	Cattle.	Calves.	Hogs.	Sheep.
Los Angeles	6,648	2,793	1,351	2,669
San Francisco	1,605	2,085	1,600	
Portland	3,000	215	2,225	6,850

DIRECTS—Los Angeles: Cattle, 99 cars; hogs, 53 cars; sheep, 114 cars. San Francisco: Cattle, 195 head; calves, none; hogs, 415 head; sheep, 2,900 head.

NEW YORK LIVESTOCK

Receipts week ended Oct. 19, 1935:

	Cattle.	Calves.	Hogs.	Sheep.
Jersey City	4,460	10,573	5,430	31,113
Central Union	1,568	1,625		15,163
New York	167	2,209	14,700	10,286
Total	6,195	14,407	20,139	56,562
Previous week	6,513	13,690	17,376	50,354
Two weeks ago	6,637	12,705	18,282	58,570

Is the scrap lard being removed from aitch bone, flanks and briskets of your hogs? Have your killing foreman read "PORK PACKING," The National Provisioner's latest book.

CORN BELT DIRECT TRADING

Reported by U. S. Bureau of Agricultural Economics.

Des Moines, Iowa, Oct. 24, 1935.

Trading in hogs at 22 concentration points and 9 packing plants in Iowa and Minnesota has been moderately active. General truck range good and choice 200 to 250 lbs., including numerous lots 180 to 200 lbs., mostly \$8.90@9.20; long hauled truck and railed consignments, \$9.30 or slightly higher; 250 to 270 lbs., \$8.75@9.10; 270 to 290 lbs., \$8.60@9.00; 290 to 350 lbs., \$8.15@8.75; better 160 to 180 lbs., \$8.85@9.00; light lights, \$7.85@8.60; light weight

packing sows, \$7.75@8.20, few \$8.30; heavy and medium weights, \$7.80@8.15.

Receipts week ended Oct. 24, 1935:

	This week.	Last week.
Friday, October 18	9,200	14,700
Saturday, October 19	9,700	9,900
Monday, October 21	24,100	17,400
Tuesday, October 22	13,700	11,800
Wednesday, October 23	17,200	11,500
Thursday, October 24	17,100	12,800

Watch the "Wanted" and "For Sale" page for bargains in equipment.

MEAT SUPPLIES AT EASTERN MARKETS

(Reported by the U. S. Bureau of Agricultural Economics.)

WESTERN DRESSED MEATS.

	NEW YORK.	PHILA.	BOSTON.
STEERS, carcass			
Week ending Oct. 19, 1935	9,492½	2,218	2,372
Week previous	9,771	2,292	2,021
Same week year ago	9,965	2,217	2,482
COWS, carcass			
Week ending Oct. 19, 1935	2,516½	1,718	2,248
Week previous	2,690	1,688	2,189
Same week year ago	1,040	1,258	2,163
BULLS, carcass			
Week ending Oct. 19, 1935	239½	596	17
Week previous	246½	559	17
Same week year ago	356	596	20
VEAL, carcass			
Week ending Oct. 19, 1935	13,505	2,359	778
Week previous	13,632	1,961	568
Same week year ago	12,909	1,866	832
LAMB, carcass			
Week ending Oct. 19, 1935	42,402	14,704	19,081
Week previous	42,454	13,481	14,704
Same week year ago	40,817	14,878	16,433
MUTTON, carcass			
Week ending Oct. 19, 1935	4,254	1,125	1,303
Week previous	3,350	901	623
Same week year ago	1,485	506	735
PORK CUTS, lbs.			
Week ending Oct. 19, 1935	1,372,413	359,226	171,822
Week previous	1,380,127	341,307	179,698
Same week year ago	2,004,239	427,044	257,511
BEEF CUTS, lbs.			
Week ending Oct. 19, 1935	432,930		
Week previous	434,864		
Same week year ago	593,695		

LOCAL SLAUGHTERS.

	NEW YORK.	PHILA.	BOSTON.
CATTLE, head			
Week ending Oct. 19, 1935	7,022	2,220	
Week previous	7,368	2,379	
Same week year ago	10,434	3,467	
CALVES, head			
Week ending Oct. 19, 1935	16,443	2,741	
Week previous	14,165	2,472	
Same week year ago	14,932	3,533	
HOGS, head			
Week ending Oct. 19, 1935	36,661	11,441	
Week previous	33,273	9,837	
Same week year ago	48,610	18,259	
SHEEP, head			
Week ending Oct. 19, 1935	67,272	7,147	
Week previous	64,363	6,543	
Same week year ago	69,946	7,010	

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CANADIAN LIVESTOCK PRICES

Top prices Oct. 17, 1935:

BUTCHER STEERS.			
	Week ended Oct. 17.	Last week.	Same week, 1934.
Toronto	\$ 6.25	\$ 6.50	\$ 5.25
Montreal	6.50	6.25	5.00
Winnipeg	5.50	6.25	4.50
Calgary	4.35	4.50	3.25
Edmonton	4.75	4.75	3.25
Prince Albert	4.00	3.50	2.50
Moose Jaw	4.50	3.50	4.00
Saskatoon	4.00	3.50	3.10

VEAL CALVES.			
	Week ended Oct. 17.	Last week.	Same week, 1934.
Toronto	\$ 9.50	\$ 9.50	\$ 7.50
Montreal	8.75	8.50	7.25
Winnipeg	6.50	6.50	4.50
Calgary	4.25	4.25	3.25
Edmonton	5.00	5.00	4.00
Prince Albert	3.50	3.50	2.25
Moose Jaw	5.25	5.00	3.75
Saskatoon	4.25	4.25	3.10

SELECT BACON HOGS.			
	Week ended Oct. 17.	Last week.	Same week, 1934.
Toronto	\$10.10	\$ 9.85	\$ 8.65
Montreal	10.00	9.90	8.60
Winnipeg	9.00	9.00	7.75
Calgary	9.10	9.10	7.85
Edmonton	9.10	8.90	7.85
Prince Albert	8.60	8.60	7.35
Moose Jaw	8.75	8.75	7.50
Saskatoon	8.60	8.60	7.35

GOOD LAMBS.			
	Week ended Oct. 17.	Last week.	Same week, 1934.
Toronto	\$ 7.25	\$ 7.25	\$ 6.50
Montreal	6.50	6.50	6.25
Winnipeg	6.00	5.50	5.50
Calgary	4.75	5.25	4.60
Edmonton	5.25	5.25	4.85
Prince Albert	4.50	4.25	4.00
Moose Jaw	5.00	5.00	4.50
Saskatoon	4.75	4.75	4.00

DECKER PLANT TAKEN OVER

The plant of Jacob E. Decker & Sons at Mason City, Ia., and the Decker branch houses were taken over October 19 by Armour and Company, it was announced by R. H. Cabell, Armour president.

"The change in ownership will not disturb the operation of the Decker plant," Mr. Cabell said. "Armour will take over the present personnel and our company appreciates the welcome extended to us by the Decker management. Mr. E. E. Evans, at present assistant general manager of all Armour plants, will take up residence in Mason City and cooperate with the present management.

"Products of the Decker company have a splendid reputation in the trade and we will continue to produce Decker branded meats and food products, main-

taining and if possible improving the Mason City company's high standards by the introduction of Armour research and distribution service."

FINANCIAL NOTES

Kroger Grocery & Baking has declared a 40 cent dividend, payable November 30, on common stock of record November 8; a quarterly dividend of \$1.75 on 7 per cent preferred, to be paid on February 1, on stock of record January 20; and a quarterly dividend of \$1.50 on 6 per cent preferred, payable January 2, on stock of record December 20.

Earnings of General Foods Corp. and subsidiaries for the first nine months of 1935 have been reported as \$8,770,437, or \$1.67 a share, compared with \$9,031,734, or \$1.72 a share, for the first nine months of 1934.

Net earnings of Continental Can Company, Inc., for the twelve months ending September 30, 1935, amounted to \$11,265,485, equivalent to \$4.23 a share on common stock. Earnings in 1934 were \$3.78 on common stock, after giving effect to a 50 per cent stock dividend.

Earnings equivalent to a return of \$3.16 a share on the firm's common stock have been reported for the first nine months' operations of Beechnut Packing Co., against earnings of \$2.74 in the same period last year.

CHAIN STORE SALES

American Stores reports sales of \$85,354,964 in first nine months of 1935, ended September 28, against sales of \$84,907,313 during same period in 1934.

Sales of Jewel Tea Co. for the first 40 weeks of 1935 amounted to \$14,177,328, or 10 per cent above dollar volume for same period in 1934. Sales for four weeks ended October 5, totaled \$1,424,741, or 4.5 per cent above the 1934 level.

Sales of Kroger Grocery and Baking Co., for the first 40 weeks of 1935

totaled \$174,995,696, an increase of 4 per cent over sales of \$168,435,453 in the corresponding period in 1934. Sales in four week period ended October 5 totaled \$17,421,460 against \$17,208,841 last year.

In the 40 weeks ended October 5 sales of National Tea Co., totaled \$46,795,481, against \$46,437,832 in the corresponding period of 1934. Sales for four weeks ended October 5 amounted to \$4,666,237, a decline of 2.9 per cent from a year ago.

PACKER AND FOOD STOCKS

Price ranges of listed stocks, October 23, 1935, or nearest previous date:

	Sales.	High.	Low.	—Close—	Oct.	Oct.
	Week ended Oct. 23.	Oct. 23.	Oct. 23.	Oct. 23.	Oct. 23.	Oct. 23.
Amal. Leather.	1,000	3	2 1/2	2 1/2	3	3 1/2
Do. Pfd.	100	32	32	32	32 1/2	32 1/2
Amer. ii. & L.						
New	20,800	4	3 1/2	4	3 1/2	3 1/2
Do. 6% Pfd.	4,800	33	32 1/2	32 1/2	31	31
Amer. Stores	1,000	36 1/2	36	36	36 1/2	36 1/2
Armour Ill.	121,700	5	4 1/2	4 1/2	4 1/2	4 1/2
Do. Pr. Pfd.	10,300	66	65 1/2	66	61 1/2	61 1/2
Do. Del. Pfd.	900	104 1/2	104 1/2	104 1/2	103 1/2	103 1/2
Beechnut Pack.	2,100	93 1/2	93	93	92 1/2	92 1/2
Bohack H. Co.						
Do. Pfd.						
Chick. Co. Oil.	2,800	28	25 1/2	27 1/2	26	26
Childs Co.	4,500	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2
Cudahy Pack.	3,500	42	41 1/2	42	40	40
First Nat. Strs.	3,000	48	47 1/2	47 1/2	46 1/2	46 1/2
Gen. Foods	17,200	34	33 1/2	33 1/2	34	34
Gobel Co.	13,900	3 1/2	2 1/2	2 1/2	2 1/2	2 1/2
Gr. A. & P. 1st Pfd.	390	127	126 1/2	126 1/2	128 1/2	128 1/2
Do. New	200	131	128 1/2	131	128 1/2	128 1/2
Hormel, G. A.	500	18 1/2	18	18	17	17
Hygrade Food.	6,400	2 1/2	2 1/2	2 1/2	2 1/2	2 1/2
Kroger G. & B.	15,500	27 1/2	26 1/2	26 1/2	26	26
Libby McNeill.	5,250	8 1/2	8 1/2	8 1/2	8 1/2	8 1/2
Mickelberry Co.	2,850	2	1 1/2	1 1/2	1 1/2	1 1/2
M. & H. Pfd.	800	4	4 1/2	4 1/2	4 1/2	4 1/2
Morrell & Co.	400	56 1/2	56 1/2	56 1/2	51	51
Nat. Leather	2,800	1 1/2	1 1/2	1 1/2	1	1
Nat. Tea	3,300	9 1/2	9 1/2	9 1/2	9 1/2	9 1/2
Proc. & Gamb.	5,700	52 1/2	52	52 1/2	51 1/2	51 1/2
Do. Pr. Pfd.	190	119 1/2	119 1/2	119 1/2	118	118
Rath Pack.	100	22 1/2	22 1/2	22 1/2	26	26
Safeway Strs.	3,100	35 1/2	35	35 1/2	35	35
Do. 6% Pfd.	140	110	110	110	109 1/2	109 1/2
Do. 7% Pfd.	80	112 1/2	112 1/2	112 1/2	114	114
Stahl Meyer						
Swift & Co.	80,050	19 1/2	19 1/2	19 1/2	16 1/2	16 1/2
Do. Int.	9,100	30 1/2	30 1/2	30 1/2	29 1/2	29 1/2
Truist Pork	100	6 1/2	6 1/2	6 1/2	7 1/2	7 1/2
U. S. Leather	300	9	8 1/2	9	8 1/2	8 1/2
Do. A.	2,400	14 1/2	14 1/2	14 1/2	15 1/2	15 1/2
Do. Pr. Pfd.	200	71	71	71	72	72
Wesson Oil	34,900	52 1/2	49	52	47 1/2	47 1/2
Do. Pfd.	1,000	81 1/2	81	81	81	81
Wilson & Co.	215,800	7 1/2	7 1/2	7 1/2	6 1/2	6 1/2
Do. Pfd.	9,200	71 1/2	71	71 1/2	69 1/2	69 1/2

*Or last previous date.

Careless work in hog scalding costs money. Read chapter 2 of "PORK PACKING." The National Provisioner's latest book.

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PACKERS' PURCHASES

Purchases of livestock by packers at principal centers for the week ending Saturday, Oct. 19, 1935, as reported to The National Provisioner:

CHICAGO.

	Cattle.	Hogs.	Sheep.
Armour and Co.	3,841	3,141	6,071
Swift & Co.	4,904	532	9,758
Morris & Co.	2,942	2,006	2,006
Wilson & Co.	4,439	3,052	5,434
Anglo-Amer. Prov. Co.	950
G. H. Hammond Co.	3,321	162
Shippers 14,567	11,043	9,384
Others 11,906	15,102	3,453
Brennan Packing Co., 1,832 hogs; Hygrade Food Products Corp., 2,546 hogs; Agar Pkg. Co., 3,618 hogs.			
Total: 45,969 cattle; 8,203 calves; 40,828 hogs; 36,106 sheep.			
Not including 2,935 cattle, 1,094 calves, 28,495 hogs and 20,538 sheep bought direct.			

KANSAS CITY.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	4,932	1,062	1,720	1,385
Cudahy Pkg. Co.	4,198	1,719	706	3,544
Morris & Co.	1,962	1,004	1,436
Swift & Co.	3,778	1,949	2,066	3,091
Wilson & Co.	3,690	1,548	891	2,147
Kornblum & Son.	852
Independent Pkg. Co.	145
Others 7,041	894	5,081	8,059
Total 26,443 8,176 10,609 19,662				
Not including 8,753 hogs received direct by packers through stockyards and at plants.				

OMAHA.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	3,354	2,199	1,153
Cudahy Pkg. Co.	5,374	3,089	4,461
Dold Pkg. Co.	1,319	2,462
Morris & Co.	951	2,271	275
Swift & Co.	5,790	2,583	2,779
Others 9,946
Eagle Pkg. Co., 10 cattle; Geo. Hoffman Pkg. Co., 41 cattle; Gt. Omaha Pkg. Co., 84 cattle; Lewis Pkg. Co., 527 cattle; Omaha Pkg. Co., 135 cattle; J. Roth & Sons, 45 cattle; So. Omaha Pkg. Co., 84 cattle; Lincoln Pkg. Co., 686 cattle; Sinclair Pkg. Co., 50 cattle; Wilson & Co., 149 cattle.				
Totals: 20,617 cattle and calves, 22,550 hogs and 8,068 sheep.				
Not including 173 cattle and 10,487 sheep received direct by packers through stockyards.				

EAST ST. LOUIS.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	2,949	3,560	1,852	3,831
Swift & Co.	6,169	3,590	2,168	3,454
Morris & Co.	3,038	1,604	451
Hunter Pkg. Co.	1,974	2,565	2,824	1,039
Hell Pkg. Co.	1,089
Krey Pkg. Co.	891
Laclede Pkg. Co.	757
Shippers 10,812	4,391	13,223	1,734
Others 4,633	1,335	6,457	2,695
Total 29,595 17,245 29,712 12,763				
Not including 3,463 cattle, 2,928 calves, 22,453 hogs and 2,042 sheep bought direct.				

ST. JOSEPH.

	Cattle.	Calves.	Hogs.	Sheep.
Swift & Co.	2,688	1,345	4,597	8,070
Armour and Co.	4,341	1,164	4,102	2,842
Others 1,173	28	1,416	243
Total 8,202 2,537 10,115 11,155				
Not including 66 cattle and 2,241 sheep bought direct.				

SIoux CITY.

	Cattle.	Calves.	Hogs.	Sheep.
Cudahy Pkg. Co.	3,870	279	3,779	5,885
Armour and Co.	3,190	292	3,662	3,299
Swift & Co.	2,968	368	2,456	3,497
Shippers 2,382	52	3,836	915
Others 300	25	27	34
Total 12,710 1,016 13,760 13,630				

OKLAHOMA CITY.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	4,470	1,974	2,000	845
Wilson & Co.	3,890	2,456	1,935	815
Others 308	33	341	1
Total 8,668 4,463 4,276 1,661				
Not including 243 hogs bought direct.				

MILWAUKEE.

	Cattle.	Calves.	Hogs.	Sheep.
Plankinton Pkg. Co., 2,325	4,288	11,140	3,130
U. D. B. Co., N. Y.	34
R. Gumz & Co.	86	29	17
Armour and Co., Mil.	956	2,068
N. Y. B. D. M. Co.	40
Shippers 727	95	87	412
Others 972	550	33	176
Total 5,140 7,000 11,260 3,735				

ST. PAUL.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	5,438	3,359	7,710	15,063
Cudahy Pkg. Co.	1,568	1,135
Swift & Co.	7,938	4,815	11,500	20,215
United Pkg. Co.	2,653	318
Others 2,638	19	4,019	9,220
Total 20,235 9,646 23,229 44,498				
Not including 101 cattle received direct by packers through stockyards.				

WICHITA.

	Cattle.	Calves.	Hogs.	Sheep.
Cudahy Pkg. Co.	1,778	821	1,533	758
Jacob Dold Pkg. Co.	652	162	1,178	22
Wichita D. B. Co.	28
Blue Bonnet 111
Dunn-Ostertag 146	248
F. W. Dold & Sons.	88	56
Sumlower Pkg. Co.
Total 2,803 983 3,015 780				
Not including 365 hogs bought direct.				

FORT WORTH.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	4,151	3,617	2,385	3,197
Swift & Co.	4,158	3,758	2,004	4,232
Stump Bros.	1,168	36	96
Rosenthal Pkg. Co.	68	3
Others 160	46	75
Total 9,705 7,400 4,560 7,440				

DENVER.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	1,435	165	604	18,021
Swift & Co.	1,346	190	937	11,297
Shippers 2,644	394	963
Others 2,644	394	963	24,796
Total 5,425 758 3,429 54,114				
Not including 80 cattle and 1,995 hogs received direct by packers through stockyards.				

INDIANAPOLIS.

	Cattle.	Calves.	Hogs.	Sheep.
Kingan & Co.	1,759	780	5,731	3,509
Armour and Co.	846	174	2,505
Hilgemeyer Bros.	5	650
Stump Bros.	80
Schuster Pkg. Co.	207
Meier Pkg. Co.	93	4	114
Indiana Prov. Co.	34	28	87	7
Maass Hartman Co.	56	6
Art Wabnitz 10	117	38
Shippers 2,751	14,269	6,015
Others 1,183	89	98	606
Total 6,764 2,705 23,741 10,235				

CINCINNATI.

	Cattle.	Calves.	Hogs.	Sheep.
S. W. Gall & Son.	343
Ideal Pkg. Co.	27	383
E. Kahn's Sons Co.	1,535	356	5,179	8,063
Lohrey Pkg. Co.	5	143
H. H. Meyer Pkg. Co.	19	2,251
J. Schlachter & Son.	214	200	134
J. & F. Schroth Pkg. Co.	19	1,648
J. F. Stegner & Co.	417	79	68
Shippers 651	3,972	1,853	100
Others 1,721	896	368	515
Total 4,008 7,170 13,894 12,966				
Not including 343 cattle, 7 calves, 134 hogs and 6,783 sheep bought direct.				

RECAPITULATION.

Recapitulation of packers' purchases by markets.

CATTLE.

	Week ended Oct. 19, 1935.	Previous week.	Cor. week, 1934.
Chicago 45,909	45,063	67,807
Kansas City 26,443	24,557	37,757
Omaha 20,617	17,890	24,165
East St. Louis 29,595	31,583	21,728
St. Joseph 8,202	8,194	9,549
Sioux City 12,710	14,272	16,213
Omaha City 5,068	7,826	5,261
Wichita 2,808	2,788	1,585
Denver 5,425	6,409	5,569
St. Paul 20,235	18,907	6,264
Milwaukee 5,140	5,475	20,740
Indianapolis 6,764	7,658	6,479
Cincinnati 4,008	4,861	4,966
Fort Worth 9,705	8,648
Total 206,884 204,140 228,173			

HOGS.

	Week ended Oct. 19, 1935.	Previous week.	Cor. week, 1934.
Chicago 40,828	31,115	68,532
Kansas City 10,669	9,032	23,311
Omaha 22,550	16,424	48,173
East St. Louis 29,712	27,800	59,917
St. Joseph 10,115	7,921	30,214
Sioux City 13,760	9,503	28,620
Omaha City 4,276	4,157	4,020
Wichita 3,015	2,099	4,184
Denver 3,429	3,003	6,481
St. Paul 23,229	15,610	16,525
Milwaukee 5,260	8,560	43,789
Indianapolis 23,741	18,530	39,107
Cincinnati 13,894	10,672	18,330
Fort Worth 4,560	3,519
Total 214,038 167,845 391,903			

SHEEP.

	Week ended Oct. 19, 1935.	Previous week.	Cor. week, 1934.
Chicago 36,106	49,526	46,546
Kansas City 19,662	19,151	55,381

Omaha 8,968	12,821	12,985
East St. Louis 12,768	17,240	14,285
St. Joseph 11,155	12,780	19,353
Sioux City 13,630	14,534	43,697
Oklahoma City 1,661	1,654	9,190
Wichita 780	902	681
Denver 54,114	77,330	28,234
St. Paul 44,498	49,882	49,654
Milwaukee 3,735	5,260	2,937
Indianapolis 10,235	12,140	11,681
Cincinnati 12,966	10,887	4,290
Fort Worth 7,449	7,363
Total 237,422 281,968 298,325			

CHICAGO LIVESTOCK

Statistics of livestock at the Chicago Union Stock Yards for current and comparative periods:

RECEIPTS.

	Cattle.	Calves.	Hogs.	Sheep.
Mon., Oct. 14 26,161	4,143	14,516	17,909
Tues., Oct. 15 5,774	1,554	9,200	5,690
Wed., Oct. 16 8,993	1,555	19,179	10,622
Thurs., Oct. 17 6,611	1,805	11,992	9,879
Fri., Oct. 18 2,183	568	10,386	6,612
Sat., Oct. 19 1,500	300	3,500	5,000
Total this week 51,222 9,425 68,775 55,712				
Previous week 49,781 8,043 49,628 72,118				
*Year ago 69,000 11,989 129,544 65,426				
Two years ago 56,370 7,713 87,068 71,919				

*Receipts for year ago include 11,773 cattle and 2,476 calves bought by government.

SHIPMENTS.

	Cattle.	Calves.	Hogs.	Sheep.
Mon., Oct. 14.....	3,112	181	3,156	3,660
Tues., Oct. 15.....	3,355	698	1,200	1,490
Wed., Oct. 16.....	4,047	306	2,038	1,190
Thurs., Oct. 17.....	2,482	405	1,458	611
Fri., Oct. 18.....	1,432	303	2,448	1,822
Sat., Oct. 19.....	100	100	...
<hr/>				
Total this week.....	14,528	1,893	10,400	8,984
Previous week.....	15,287	1,657	12,448	9,848
Year ago.....	25,684	1,141	16,048	17,077
Two years ago.....	19,983	481	10,293	17,333

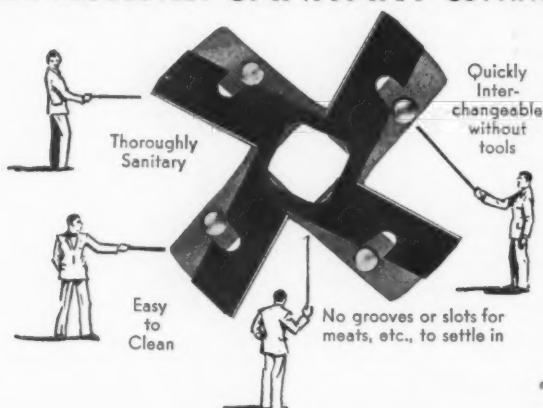
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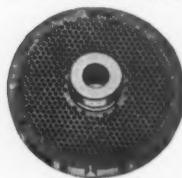
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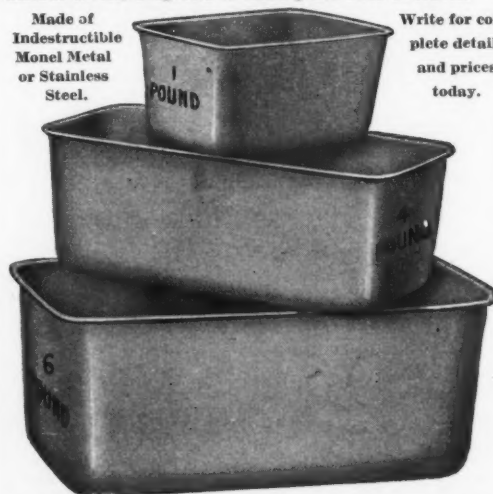
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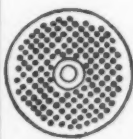
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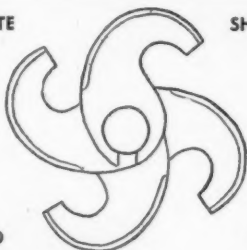
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BROOKLYN, NEW YORK

Up and down the MEAT TRAIL

Meat Packing 40 Years Ago

(From The National Provisioner, Oct. 26, 1895.)

Birmingham Packing Co. of Birmingham, Ala., has commenced operations. Owners and operators were J. P. Phillips, Charles Ungerman and Oder Neill.

East Tennessee Packing Co., of Knoxville, Tenn., were ready to begin operations about Nov. 1. Capacity, 200 hogs and 500 cattle a day.

Cincinnati Abattoir Co., placed a contract for 10 more refrigerator cars for service in their Eastern fresh meat trade.

Procter & Gamble Soap Co., was erecting a new planning house at Ivorydale, O., where its plant was located.

Philadelphia Bourse, the new general exchange for all the industries in that city, "a feature without precedent in the United States," was opened on October 1. Here all the organized exchanges and trade associations of the city could have their meeting place.

Brighton Beef Co., opened its new establishment on Atlantic ave., near Smith st., Brooklyn, N. Y.

Quotations on a wide range of game included woodcock, quail, partridges, grouse, English snipe, golden and grass plover, snipe and sand snipe, wild ducks, blue wing and green wing teal, venison saddles, whole deer and rabbits. Woodcock were 75c@\$1.00 per pair, quail \$2.00@2.40 per doz., partridges 75c@\$1.00 per pair.

Provision trade still dull and "there was little to relieve the monotony of the past month or more in these markets."

MEAT PACKING 25 YEARS AGO

(From The National Provisioner, Oct. 29, 1910.)

High butter prices resulted in a production of oleomargarine in the year ended June 30, 1910, of nearly 140 million pounds, which was almost double the production of preceding years.

Ludwig Kirscheimer, general superintendent of Sulzberger & Sons Company, passed away at his home in New York. He was a leader among operating men in the industry.

For the 11 months ending October 1, 1910, Morris & Company showed net earnings of \$2,994,806, and added \$1,057,500 to surplus.

Armour and Company opened new branch houses at Centerville, R. I., and Westboro, Mass.

Price Jones, president of the Liverpool Provision Trade Association, attended the 5th annual packers' convention at Chicago.

Packers' purchases of hogs at Chicago for the week ending October 22, 1910, totalled 96,000 head, and for the year to date 3,487,100 head. Hogs averaged \$8.58 for the week. Pork loins were quoted at 15c and cash lard at 13c.

A. R. Fay, head of Swift & Company's transportation department, was a New York visitor.

CHICAGO NEWS OF TODAY

Purchases of livestock at Chicago by principal packers for the first four days of this week totaled 26,654 cattle, 4,871 calves, 36,702 hogs and 23,582 sheep.

Otto Blaurock dropped in on the convention for a day and got a warm reception. It was the 30th convention, and it was just 30 years ago that Otto founded his Western Packing & Pro-

vision Co., at Chicago. Now he's taking it easy and looking like a million dollars. He recently returned from a summer in Europe, where he studied conditions in England, Germany and Austria with great interest.

Fred Dold, jr., vice president, Fred Dold & Sons Co., Wichita, Kans., was a Chicago visitor on October 18, en route from the East to Wichita. He and Richard Dold, his brother and secretary of the firm, are two of the crack amateur golfers of the state of Kansas and rate A-1 as packinghouse men.

A. J. Little, formerly manager of Armour and Company's wholesale market and now associated with Brady, McGillivray & Mulloy, consulting engineers, is now in Michael Reese Hospital recovering from an operation for eye trouble. He expects to return to business within a short time. Joe took in the packers' convention before he kept his hospital engagement.

R. C. Pollock, general manager, National Live Stock and Meat Board, left Tuesday night for Kansas City, to attend the American Royal Live Stock Show.

W. C. Cooper, Frederic B. Cooper Co., Inc., New York City brokers, was a visitor in Chicago this week.

NEW YORK NEWS NOTES

Visitors to New York last week included A. H. Ruf, construction department, Cudahy Packing Co., Chicago; L. V. Selle, animal and poultry feed department, Wilson & Co., Chicago; G. Greenberg, credit department, Wilson & Co., Syracuse, N. Y.; E. M. Morris, branch house sales, and F. W. McCarthy, beef department, Swift & Company, Chicago.

New York branch plant of Jacob Dold Packing Company has added two Brockway motor trucks to its fleet. The new trucks are of three ton capacity, have fully enclosed bodies and will be used for Metropolitan area deliveries.

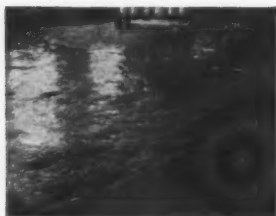
The seventh annual dinner-dance of the employees association of the Hygrade Food Products Corporation will be held on November 30 at the Hotel Astor, New York. Last year's dinner-dance, held at the Astor hotel, was a colorful and spectacular affair, the



CHEMISTRY CHAIRMAN.

Presiding at meeting where industry chemists and research men had their questions answered was Edward N. Wentworth, Armour and Company, agricultural research chief.

END BROKEN FLOOR TROUBLE



CLEVE-O-CEMENT is unlike any other floor patching material you have ever used. CLEVE-O-CEMENT ends cement floor troubles. Bonds perfectly to ordinary cement at only one inch depth. Dries hard as flint overnight.

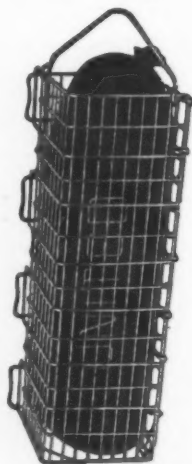
Stronger in 24 hours than ordinary cement in 28 days. Waterproof, acid resisting, unaffected by freezing temperatures. The only patching material guaranteed to stand up on cooling room floors. Write for bulletin.



THE MIDLAND PAINT & VARNISH CO.
1322 Marquette Ave. Cleveland, Ohio

CLEVE-O-CEMENT

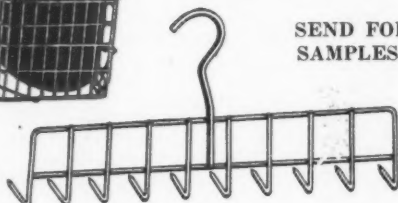
Always In Stock!



United Molds and Bacon Hangers are always ready for immediate shipment!

Available in all sizes, in both stainless steel and regular tinned models. All are strongly welded, sturdily built. Each is a proven profit builder.

SEND FOR
SAMPLES!



United Steel & Wire Co.
856 Fonda Avenue Battle Creek, Mich.

PACKERS

Let us help you solve your Steam, Power, Water and Refrigerating problems.



PROBLEMS

Our consulting service is particularly adapted to the Packing Industry. Years of experience enable us to reduce your costs materially!

BRADY, MCGILLIVRAY & MULLOY
CONSULTING ENGINEERS

37 West Van Buren St.
Chicago, Ill.

1270 Broadway
New York City, N. Y.

F. C. ROGERS, INC.

NINTH AND NOBLE STREETS
PHILADELPHIA

PROVISION BROKER

HARRY K. LAX, General Manager

Member of New York Produce Exchange
and Philadelphia Commercial Exchange

CHRISTENSEN & McDONALD
ARCHITECT & ENGINEER

59 East Van Buren St. Chicago, Illinois

• Specializing in Meat Packing Plants, Refrigeration, Air Conditioning, Financing

SMITH, BRUBAKER & EGAN

ARCHITECT & ENGINEERS

30 No. LaSalle St.

CHICAGO, ILLINOIS.

SERVING
THE MEAT PACKING INDUSTRY

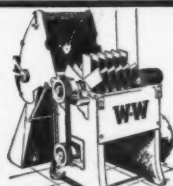
CRACKLINGS • TANKAGE • BLOOD
BONES • HOOFS

Offerings Wanted

GEO. H. JACKLE

405 Lexington Avenue

NEW YORK



QUICK EASY GRINDING
of Tankage, Scrap, Bone, Etc.

The W-W does every by-product grinding job for Packing Plants — better, faster and cheaper — Write for catalog and actual Packer testimonials —

W-W GRINDER CORP.
Dept. 207 Wichita, Kansas

grand ballroom having been transformed into a replica of ancient Russia with snow, mosques and Russian dancers. Another foreign setting more unique and novel is planned for November 30 and tickets are available through Arnold Bauer, 50 South Eighth st., Brooklyn, N. Y.

Meat, fish and poultry seized and destroyed by the health department of the city of New York during the week ended October 19, 1935, were as follows: Meat—Brooklyn, 46 lbs.; Manhattan, 901 lbs.; total, 947 lbs. Fish—Richmond, 50 lbs. Poultry—Manhattan, 39 lbs.; Richmond, 8 lbs.; total, 47 lbs.

COUNTRYWIDE NEWS NOTES

Fred Fuller, for many years a familiar figure in the meat packing industry, and famous as a National Packing Co. executive, who retired more than a decade ago, died on his farm near Des Moines, Iowa, on October 24.

Construction has just been completed on a two-story brick addition to the offices of the Braun Bros. Packing Co. plant at Troy, O. Sales headquarters are located on the second floor and bookkeeping and cashier's quarters on the first floor.

The firm of Lurier & Hutchinson, Inc., has been formed to manufacture meat products at Worcester, Mass.

Otoe Food Products Co., Nebraska City, Neb., intends to expand its meat packing operations, having been granted federal inspection.

With the ending of the vacation period for the 1935 season, John Morrell & Co. reported that the new vacation plan for hourly paid workers has proved a complete success, with more than 62.3 per cent of all such employees in the Ottumwa and Sioux Falls, S. D., plants receiving vacations.

N. L. Chaplicki has been named Northwestern division meat sales manager for the Kroger Grocery and Baking Co. H. V. McNamara has been promoted to manager of Southwestern sales.

The Continental Packing Co. plant located at San Jose, Calif., has been taken over by the San Jose Valley Meat Co.

FIFTY YEARS OF SERVICE

Sixty-six years of age, fifty years of which have been spent in the meat business, but according to his own account, "full of pep" and hoping for many more years in business—such a man is Theodore Gerfelder, manager of the retail department of Stahl-Meyer, Inc., New York City.

He has been connected with that firm since May 30, 1920, when he took a job as bologna maker at Louis Meyer's old plant on Flushing ave. in Brooklyn. When the new plant was opened in Ridgewood in August, 1923, he went with the firm and holds the distinction

of being the first one to sell a smoked ham and loin of pork over the counter in the new store on opening day.

Mr. Gerfelder was born in 1869 in Babenhausen, Hessen, Germany. After graduating from school in 1884 he entered the butcher business of Adam Beck in September of that year. In 1887 his aunt and uncle went to Germany from New York and took the lad back with them. He landed at the old Castle Garden on September 29, 1887, with exactly seven cents in his pocket.

He worked for his uncle in his butcher shop for about two years, but kept his eyes open for a place where they killed their own stock. He found such a place in the plant of John Gerlich, Grand and Bushwick aves., Brooklyn, where he killed all the hogs, worked in the bologna kitchen and on Saturdays and Sundays helped out behind the counter.

"In 1898 Mr. Gerlich sold out to B. Schmitt," Mr. Gerfelder says. "I worked for him steadily until he closed up in 1901. I started to work for Moses Wolf, killing calves at Johnson ave. slaughter house, skinning foresaddles and hindsaddles and peddling them out. In November I started to work for Phillip Aron, George and Wilson ave., Brooklyn. Here I only handled stock out of the stockyard, whatever was left, which was poor quality.

"In March, 1902, I went to work for Fred Riegler on Bushwick ave. and Grant st., Brooklyn. I worked there over eight years, making bolognas, killing and doing storework. At the same time I did considerable killing and made bologna for farmers. In 1910 I started to work for Adolf Feucht, Meserole st. near Bushwick ave. In 1915 I took the foreman's job at Joe Mill's pork store, Seneca and Myrtle ave. Two years later I started to work

for Fred Fleck, Myrtle ave. near Dill place, making bologna and tending the store."

On May 30, 1920, as stated, Mr. Gerfelder went to work for Louis Meyer and is with the same firm today. He states in closing his letter: "I like to be in the game and I certainly will do my duty to the last minute."

PROVISION TRADE ABROAD

On the surface conditions in Europe are little changed from those of recent years, says George Marples, export manager for the Cudahy Packing Company, who returned recently from an extensive visit to the Continent and in the British Isles. This is only one of many trips which Mr. Marples has made during his 47 years as head of the export department of this company.

While surface conditions appeared unchanged, Mr. Marples found that conditions in the provision trade were not so good for representatives of American packers. Those having branch houses in England were finding it necessary to buy as much product from the Continent as possible to meet their trade needs, while companies to which American packers consigned product for sale were finding their business very dull indeed.

Systematic efforts are being made to meet demand created by shortage of American meats and lard by Poland and Austria both of which have developed into surplus hog producing countries. With Denmark, these countries are supplying much of the European and British demand. Lard is going to England from France, Poland, Austria, Brazil and the Argentine. Much continental pork is going to England and, as usual, Denmark is supplying the bulk of the bacon demand in the British trade.

General outlook for foreign trade in provisions is very poor, Mr. Marples said, and no material reversal can be expected until this country has larger supplies of product which can be sold at lower prices. He fears, however, that it may not be so easy for this country to recover its markets, which already are being taken over by other countries.

During the course of his trip Mr. Marples visited Spain, Italy, Austria, Poland, Danzig, Holland, Belgium, Switzerland, Norway, Sweden, Denmark, France and England. In his opinion the Scandinavian countries and England were the most prosperous of all, particularly England, where unemployment has been reduced and activity in the basic industries greatly improved.



THEODORE GERFELDER.



For the Retail Meat Dealer



EVERY EMPLOYEE a Salesman

● How Meat Dealer Can Stimulate His Help to Get New Business

MAKE EVERY EMPLOYEE A SALESMAN—in and out of the retail meat store!

Through contact with acquaintances, friends and neighbors they can get new customers into the store which is the first step in obtaining steady patrons.

A number of meat stores have recently carried out with good results a new plan for employee solicitation, employing the contact card illustrated on this page. While these cards and the plan can be used on a year-round basis, the best results come from holding two contests annually. The three-week period before Christmas is a particularly good time for a contest. All employees—office, salesmen and truck drivers are given a supply of the cards.

Awards Given Winners

For each card turned in during the contest the employee is credited with 25 points. For each contact a small sum, such as 5 or 10 cents, is allowed. Awards, adapted in number and cost to the particular store, are given to employees making the best showings. It is a condition, of course, that the cards must be brought in by people not at present customers of the market.

Most meat retailers take it for granted their employees will "boost" for them at every opportunity; but a brief survey among employees will reveal that this isn't being done.

For example, how many of the relatives and neighbors of Sam, who has been behind the counter for three years, patronize his employer? How many friends of Sadie, the bookkeeper?

Employees Make More Calls

Effectiveness of the cards here described lies in the fact that they ac-

tually persuade employees to make far more solicitation calls than they would otherwise. Moreover, even though the employee makes an awkward canvass, the card which is left continues its sell-

NEWS OF THE RETAILERS

New wholesale and retail meat market has been opened at 1010 11th st., Portsmouth, O., by Forest Bennett and Howard Slattery. New markets will specialize in sausages.

Claude Wall has traded property for meat market fixtures of John Zook, Delphi, Ind. Mr. Wall has rented space in Roach bldg., Franklin st., and expects to have his market open for business November 1.

Donald Hess and William Schulak have opened Independent Packing House meat market, 1530 Washington ave., Racine, Wis. Modern equipment, including refrigerated display counters and air-conditioned storage cooler, has been installed.

Meat markets have recently been opened in Milwaukee, Wis., by Carlos LaValle at 1121 E. Ogden ave., Harlfinger Bros. at 1709 S. Muskego ave., and M. Berman's, Inc. at 2631 W. Greenfield ave.

Joe Amahe plans to open and operate new meat market in Graettinger, Ia.

Two new meat markets in San Francisco, Calif., are The Talk of the Town, 2791 Mission st., and The Geneva Central, 951 Geneva st.

H. I. McCurtain has engaged in meat business on Cedar st., Sandpoint, Ida.

Meat-U-Well, Inc. has established new meat market at 4138 N. Freemont st., Portland, Ore.

Ben Platt has purchased Center Pioneer Market, Grand Coulee, Wash., from Roy Young.

Fred Howard has purchased meat department of Stadium Foods, Inc., 1217 E. 45th st., Seattle, Wash.

Anytown Meat Market

As a member of the ANYTOWN MEAT MARKET organization, may I suggest that you patronize MY market? I am sure you will be highly pleased with ANYTOWN MEAT MARKET quality and service—it's the best in town.

Solicitor
Our address is 794 Spruce Street—our telephone number 1666. Hand this card to the salesman or deliveryman so I may receive credit.

Your name

Name Date

Address

Employed by.....

Shall we call on them?.....

Remarks

.....

Solicited by

GETS NEW CUSTOMERS.

This employee contact card is printed on colored stock, 3½x5 in. It is perforated on the dotted line and the upper portion given to the prospective customer. The lower portion is turned in at the office.

ing message to the new prospect.

Two contests a year will so establish the "boosting" habit in employees that, between times, they will continue their efforts. Every market employee will become a "selling" member of the organization. Spending on this plan no more than \$75.00 a year, any meat retailer can secure new customers whose purchases should total many times that amount.

HAM LOAF FROM HAM SHANKS

Many retail meat dealers are now solving the ham shank problem and helping the housewife at the same time. A growing number are boning out ham shanks and using the meat as one ingredient of a ham loaf.

Ground ham may be combined with pork to make ham and pork patties. One pound of ham is used with 1½ lbs. of fresh pork. Or 1 lb. of ground ham may be mixed with 2 lbs. of beef, veal or lamb to make tasty, novel patties. Some dealers report they have built up considerable business on such items. Patties are sometimes moulded into heart, star or other odd shapes to heighten their appeal.

By using his ham shanks in this manner the dealer gets a better return on his product and satisfies the housewife's desire for something a little different.

RETAIL MEAT PRICES

Average of semi-monthly prices at New York and Chicago for all grades of pork and good grade of other meats, in mostly cash and carry stores.

	NEW YORK.		CHICAGO.	
	Oct. 15, 1933.	Oct. 15, 1934.	Oct. 15, 1933.	Oct. 15, 1934.
Beef:				
Porterhouse steak ..	.47	.43	.37	.44
Steak ..	.41	.35	.31	.39
Round steak ..	.39	.34	.30	.34
Rib roast, 1st 6 cuts ..	.34	.29	.24	.31
Chuck roast ..	.25	.20	.18	.25
Plate beef ..	.16	.11	.08	.16
Lamb:				
Legs ..	.28	.24	.21	.27
Loin chops ..	.40	.35	.35	.38
Rib chops ..	.34	.28	.28	.33
Stewing ..	.12	.10	.08	.14
Pork:				
Chops, center cuts ..	.40	.29	.28	.30
Bacon, strips ..	.44	.32	.23	.42
Bacon, sliced ..	.48	.37	.28	.48
Hams, whole ..	.35	.26	.19	.31
Picnics, smoked ..	.25	.15	.12	.26
Lard ..	.24	.18	.12	.21
Veal:				
Outlets ..	.45	.39	.37	.40
Loin chops ..	.38	.32	.31	.34
Rib chops ..	.32	.27	.24	.30
Stewing (breast) ..	.15	.14	.12	.15

WHOLESALE DRESSED MEAT PRICES

Wholesale prices of Western dressed meats quoted by the U. S. Bureau of Agricultural Economics at Chicago and Eastern markets on October 24, 1935:

	CHICAGO.	BOSTON.	NEW YORK.	PHILA.
Fresh Beef:				
STEERS:				
(1) (300-500 lbs.) choice.....	\$18.00@17.50	\$16.00@17.00
Good ..	13.00@16.00	13.00@16.00
Medium ..	9.50@13.00	10.00@13.00
Common ..	8.50@ 9.50	9.00@10.00
STEERS:				
(500-900 lbs.) choice.....	16.00@17.50	16.00@17.50	16.50@18.00
Good ..	13.00@16.00	13.00@16.00	13.50@16.50
Medium ..	9.50@13.00	10.00@13.00	10.00@13.00
Common ..	8.50@ 9.50	9.00@10.00	9.00@10.00
STEERS:				
(600-700 lbs.) choice.....	16.00@17.50	16.00@17.50	16.50@18.00
Good ..	13.00@16.00	10.00@13.00	13.00@16.00	13.50@16.50
Medium ..	10.50@13.50	10.50@13.50	10.00@13.00
STEERS:				
(700 lbs. up) choice.....	16.00@17.50	16.50@17.50	16.50@17.50	16.50@18.00
Good ..	13.50@16.50	13.50@16.50	13.50@16.50	13.50@16.50
COWS:				
Good ..	9.00@10.50	9.50@10.00	9.50@10.50	10.00@11.50
Medium ..	8.50@ 9.50	9.00@ 9.50	8.50@ 9.50	9.00@10.00
Common ..	8.00@ 8.50	8.00@ 9.00	8.00@ 8.50	8.00@ 9.00
Fresh Veal:				
VEAL:				
(2) choice ..	14.00@15.00	15.00@16.00	15.00@17.00	15.00@17.00
Good ..	13.00@14.00	14.00@15.00	13.00@15.00	14.00@15.00
Medium ..	12.00@13.00	12.00@13.00	10.00@13.00	12.00@14.00
Common ..	11.00@12.00	10.00@12.00	9.00@10.00	10.00@12.00
CALF:				
(2) (3) good.....	11.00@12.00	11.00@14.00
Medium ..	10.00@11.00	9.00@11.00
Common ..	9.00@10.00	8.00@ 9.00
Fresh Lamb and Mutton:				
LAMB:				
(38 lbs. down) choice.....	15.00@15.50	15.50@16.00	15.00@16.50	15.50@16.50
Good ..	14.50@15.00	15.00@15.50	14.50@15.50	15.00@15.50
Medium ..	14.00@14.50	14.00@15.00	13.50@14.50	14.00@15.00
Common ..	13.50@14.00	13.00@14.00	13.00@14.00	13.00@14.00
LAMB:				
(39-45 lbs.) choice.....	15.00@15.50	15.50@16.00	15.00@16.50	15.50@16.50
Good ..	14.50@15.00	14.50@15.50	14.50@15.50	15.00@15.50
Medium ..	14.00@14.50	13.50@14.50	13.50@14.50	14.00@15.00
Common ..	13.50@14.00	13.00@13.50	13.00@13.50	13.00@14.00
LAMB:				
(46-55 lbs.) choice.....	14.50@15.50	15.00@16.00	14.50@15.50	15.50@16.00
Good ..	14.00@15.00	14.50@15.00	14.00@15.00	14.00@15.50
MUTTON:				
(Ewe) (7 lbs. down) good.....	9.00@10.00	9.00@10.50	9.00@10.50	9.00@10.00
Medium ..	8.00@ 9.00	8.00@ 9.00	8.00@ 9.00	8.00@ 9.00
Common ..	7.00@ 8.00	7.00@ 8.00	7.00@ 8.00	7.00@ 8.00
Fresh Fork Cuts:				
LOINS:				
8-10 lbs. avg.....	21.50@23.00	24.00@25.00	23.00@25.50	23.00@25.00
10-12 lbs. avg.....	21.00@22.50	24.00@25.00	23.00@25.00	22.00@23.50
12-15 lbs. avg.....	20.00@21.50	22.50@24.00	22.00@23.00	21.00@22.00
16-22 lbs. avg.....	17.50@19.00	19.50@21.50	19.00@21.50	18.50@20.00
SHOULDERS: N. Y. Style: Skinned:				
8-12 lbs. avg.....	17.50@18.50	19.00@21.00	19.00@20.00
PICNICS:				
6-8 lbs. avg.....	19.50@20.50
BUTTS: Boston Style:				
4-8 lbs. avg.....	20.00@22.00	22.50@24.00	22.00@23.00
SPARE RIBS:				
Half sheets ..	16.50@17.50
TRIMMINGS:				
Regular ..	18.00@17.00
Lean ..	19.00@21.00

(1) Includes heifer 450 pounds down at Chicago. (2) Includes "skins on" at New York and Chicago. (3) Includes sides at Boston and Philadelphia.

A Money-Maker for Meat Retailers

"Meat Retailing"

by A. C. Schueren will make money for any meat retailer. Contains 850 pages of practical ideas. Covers cost and selling prices, wage systems, sausage making, grading, marketing methods, and dozens of other subjects. Just the book for the up-to-date retailer. Order it now.

\$7

plus postage

For Sale by
**THE NATIONAL
PROVISIONER**
407 S. Dearborn St.
Chicago, Ill.



RETAILERS PLAN CONVENTION

Next convention of the National Association of Retail Meat Dealers will be held at Cleveland, O., from August 3 to 6, 1936, according to a recent announcement of the association's board of directors. The board also decided the association would cooperate with the federal government toward vocational education, and on invitation, with governmental departments on new legislation affecting the industry.

The legislative committee of the association is composed of president William B. Margerum, Philadelphia, Pa., chairman; Jake Herman, Milwaukee, Wis., and I. W. Ringer, Seattle, Wash.

STOCKINETTE BAGS AND TUBING

for BEEF—LAMB—HAM—SHEEP
—PIGS—CUTS—CALVES—
FRANKS, Etc.

CORRECT FIT GUARANTEED

E. S. HALSTED & CO., Inc.

64 PEARL ST., NEW YORK CITY

Joseph Wahlman, Dept. Mgr.
(Formerly with Armour & Company)

Makers of Quality Bags Since 1876



Ham Bag

*Geo. J. Schneider
Mfg. Co.*

Branding Equipment for

meats and all packinghouse products. Depend-
able, economical. Write for illustrated folder
and prices!

2553 HILLGER

DETROIT, MICH.

BOOS BLOCKS

JOHN BOOS & CO. + Effingham, Illinois

Fifty years of actual experience in the manufacture
of sectional hard maple blocks fits our organiza-
tion competent to produce blocks of unquestion-
able durability for meat packing industries.

• Write for prices

Vogt's Liberty
Bell Brand

Hams—Bacon—Sausages—Lard—Scrapple
F. G. VOGT & SONS, INC.—PHILADELPHIA, PA.

Wilmington Provision Company

TOWER BRAND MEATS

*Slaughterers of Cattle, Hogs,
Lambs and Calves*

U. S. GOVERNMENT INSPECTION
WILMINGTON DELAWARE

TO LICENSE POULTRY DEALERS

On and after November 25, live-poul-
try dealers and handlers of New York
City and Jersey City must have licenses
from the Secretary of Agriculture.
This action is authorized by an amend-
ment to the packers and stockyards act,
passed August 14, providing for licens-
ing of live-poultry dealers and other-
wise extending federal supervision to
related marketing operations in cities
to be designated by the Secretary.

Any person desiring to obtain a li-
cense may apply to the Secretary of
Agriculture, who will request certain
information concerning the applicant.
The Secretary will issue a license with-
out cost to any applicant furnishing
information which shows: (1) his fit-
ness to engage in the activity for which
he has made application; and, (2) that
he is financially able to fulfill the ob-
ligations that he would incur as a
licensee.

An important object of the new or-
der, says the Secretary, is "to prevent
practices and devices that in the past

have depressed live poultry prices re-
ceived by producers and that also have
increased the cost to consumers." The
Secretary has authority to suspend the
license of a dealer who violates any
of the provisions of the act. Repeated
violations may result in the revocation
of a license.

CHICAGO PROVISION SHIPMENTS

Provision shipments from Chicago
for the week ended Oct. 19, 1935:

	Week Oct. 19.	Previous week.	Same week '34.
Cured Meats, lbs.	16,742,000	12,826,000	20,898,000
Fresh Meats, lbs.	49,162,000	36,004,000	77,663,000
Lard, lbs.	1,815,000	1,559,000	9,943,000

MEAT AND LARD EXPORTS

Exports of pork, bacon and lard
through port of New York during week
ended October 25, totaled 70,500 lbs. of
bacon and 320,800 lbs. of lard.

NEW SAUSAGE LINKER

Supplementing its beautiful display
in the exhibit rooms, the Visking Cor-
poration exhibited a new piece of
equipment in its suite above stairs.
This consisted of a mechanical linker
which has been developed for handling
No-Jax frankfurters. The franks are
fed into the machine in a single long
casing. A cord is whipped rapidly
about the sausage at the linking point
and the finished portion is pushed for-
ward through the machine. The cord
is easily removed from the sausage
when the casing is taken off.

A display of meat loaves, frankfur-
ters, liver sausage and other special-
ties was shown in a refrigerated case.
Visking representatives received many
compliments on the attractive appear-
ance of the products which were clothed
in Visking casings.

Watch the Classified Advertisements
page for bargains in equipment.

Arbogast & Bastian Company

MEAT PACKERS and PROVISION DEALERS

WHOLESALE SLAUGHTERERS OF

CATTLE, HOGS, SHEEP AND CALVES

U. S. GOVERNMENT INSPECTION ALLENTOWN, PA.

TO SELL YOUR PRODUCTS

in Great Britain

communicate with

STOKES & DALTON, LTD.

Leeds, 9

ENGLAND

1 2 3 4 5

WE ALL WARM TO THE SIGHT OF AN OLD FRIEND



HE has stood the test of time. To us, he is a symbol of all those fine qualities we like best... We like to think that this is true, also, of our Circle U Brand Dry Sausage. It, too, has stood time's test, and won its friends... not in a few weeks... or a few months... but in more than 50 years.

● There is a variety for every taste... for every nationality. A complete line. Shown here are:

- 1. Salami
- 2. Thüringer
- 3. Genoa Salami
- 4. Cooked Salami in artificial casing
- 5. Peperoni

OMAHA PACKING COMPANY :: CHICAGO



20871

"Sausage: Finer Tasting in Natural Casings"

Modern equipment, newer methods, and a highly improved personnel enable us to fill your casing requirements BETTER!

SALZMAN CASINGS CORP.

MAX J. SALZMAN, President
4021 So. Normal Ave. Chicago, Illinois
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"The Skins You Love to Stuff"

Early & Moor, Inc.

SAUSAGE CASINGS

Exporters 139 Blackstone St.
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Harry Levi & Company, Inc.

Importers and Exporters of
Sausage Casings

625 Greenwich Street NEW YORK, N. Y. 723 West Lake Street CHICAGO, ILL.

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Selected Hog and Sheep Casings a Specialty
Ave. A, cor. 20th St. New York, N. Y.

MASSACHUSETTS IMPORTING COMPANY

IMPORTERS and EXPORTERS

SAUSAGE CASINGS

QUALITY STRENGTH SERVICE

NEW YORK, N.Y. 270 Fifth Ave. BOSTON, MASS. 78-80 North St.

ALBERT A. PINCUS, Pres. JOSEPH SWITKEN, Sec.-Treas. LOUIS PINCUS, V. Pres.

ALBERT A. PINCUS, Inc.

Quality • Service

BEEF SAUSAGE MATERIALS BONELESS BEEF CUTS BONELESS VEAL

134 N. Delaware Avenue U. S. Government Inspection PHILADELPHIA, PA.

CHICAGO MARKET PRICES

WHOLESALE FRESH MEATS

Carcass Beef.			Week ended	Cor. week,
			Oct. 23, 1935.	1934.
Prime native steers—				
400-600	18½ @ 19	13 @ 14	
600-800	17½ @ 18	12½ @ 13	
800-1000	17½ @ 18½	13½ @ 14½	
Good native steers—				
400-600	17 @ 17½	11 @ 12	
600-800	16½ @ 17	12½ @ 13	
800-1000	16½ @ 18½	12½ @ 13½	
Medium steers—				
400-600	13½ @ 14½	10 @ 10½	
600-800	13½ @ 14½	11 @ 12	
800-1000	14½ @ 15	12 @ 12½	
Helpers, good, 400-600	14½ @ 14½	11 @ 12	
Cows, 400-600	8½ @ 10½	5 @ 7½	
Hind quarters, choice....		@ 23	@ 18	
Fore quarters, choice....		@ 15	@ 10	

Beef Cuts.

Steer loins, prime.....	unquoted	unquoted
Steer loins, No. 1.....	@ 33	@ 34
Steer loins, No. 2.....	@ 30	@ 26
Steer short loins, prime.....	unquoted	unquoted
Steer short loins, No. 1.....	@ 43	@ 40
Steer short loins, No. 2.....	@ 38	@ 31
Steer loin ends (hops).....	@ 24	@ 22
Steer loin ends, No. 2.....	@ 23	@ 21
Cow loins.....	@ 13	@ 14
Cow short loins.....	@ 14	@ 15
Cow loin ends (hops).....	@ 12	@ 15
Steer ribs, prime.....	unquoted	unquoted
Steer ribs, No. 1.....	@ 23	@ 23
Steer ribs, No. 2.....	@ 22	@ 21
Cow ribs, No. 2.....	@ 12	@ 10
Cow ribs, No. 3.....	@ 9	@ 8
Steer rounds, prime.....	unquoted	unquoted
Steer rounds, No. 1.....	@ 14 1/2	@ 11 1/2
Steer rounds, No. 2.....	@ 14	@ 10 1/2
Steer chucks, prime.....	unquoted	unquoted
Steer chucks, No. 1.....	@ 13	@ 9 1/2
Steer chucks, No. 2.....	@ 12 1/2	@ 9
Cow rounds.....	@ 10 1/2	@ 8
Cow chucks.....	@ 9 1/2	@ 8
Steer plates.....	@ 13	@ 9
Medium plates.....	@ 12 1/2	@ 4
Briskets, No. 1.....	@ 14	@ 7
Steer navel ends.....	@ 11 1/2	@ 7
Cow navel ends.....	@ 8 1/2	@ 4 1/2
Fore shanks.....	@ 8	@ 7
Hind shanks.....	@ 5	@ 4 1/2
Strip loins, No. 1, bmls.	@ 50	@ 60
Strip loins, No. 2.....	@ 45	@ 55
Sirloin butts, No. 1.....	@ 30	@ 26
Sirloin butts, No. 2.....	@ 18	@ 16
Beef tenderloins, No. 1.....	@ 60	@ 60
Beef tenderloins, No. 2.....	@ 50	@ 50
Rump butts.....	@ 19 1/2	@ 18
Flank steaks.....	@ 22 1/2	@ 15
Shoulder clods.....	@ 14 1/2	@ 8
Hanging tenderloins.....	@ 14	@ 7
Insides, green, 6@8 lbs.	@ 15	@ 8 1/2
Outsides, green, 5@6 lbs.	@ 14	@ 7
Knuckles, green, 5@6 lbs.	@ 13	@ 7

Beef Products.

Brains (per lb.).....	@ 9	@ 7
Hearts.....	@ 12	@ 6
Tongues.....	@ 21	@ 16
Sweetbreads.....	@ 20	@ 18
Ox-tail, per lb.....	@ 10	@ 7
Fresh tripe, plain.....	@ 10	@ 4
Fresh tripe, H. C.....	@ 12 1/2	@ 8
Livers.....	@ 18	@ 13
Kidneys, per lb.....	@ 11	@ 8

Veal.

Choice carcass.....	15 1/2 @ 16 1/2	12 @ 13
Good carcass.....	14 1/2 @ 15 1/2	10 @ 11
Good saddles.....	@ 16	12 @ 15
Good racks.....	@ 12	9 @ 10
Medium racks.....	@ 12	5 @ 6

Veal Products.

Brains, each.....	@ 10	7 @ 8
Sweetbreads.....	@ 35	@ 25
Calf livers.....	@ 35	@ 25

Lamb.

Choice lambs.....	@ 16	@ 14
Medium lambs.....	@ 14	@ 11 1/2
Choice saddles.....	@ 19	@ 17
Medium saddles.....	@ 17	@ 15
Choice fores.....	@ 13	@ 11
Medium fores.....	@ 12	@ 10
Lamb fries, per lb.....	@ 25	@ 26
Lamb tongues, per lb.....	@ 15	@ 12
Lamb kidneys, per lb.....	@ 20	@ 15

Mutton.

Heavy sheep.....	@ 6	@ 4
Light sheep.....	@ 7	@ 7
Heavy saddles.....	@ 9	@ 6
Light saddles.....	@ 11	@ 9
Heavy fores.....	@ 5	@ 4
Light fores.....	@ 7	@ 6
Mutton legs.....	@ 10	@ 10
Mutton loins.....	@ 8	@ 8
Mutton stew.....	@ 5	@ 3
Sheep tongues, per lb.....	@ 12 1/2	@ 12
Sheep heads, each.....	@ 10	@ 10

Fresh Pork, etc.

Pork loins, 5@10 lbs. av.	@ 22 1/2	@ 15 1/2
Picnic shoulders.....	@ 18	@ 9 1/2
Skinned shoulders.....	@ 18	@ 11
Tenderloins.....	@ 40	@ 28
Spare ribs.....	@ 17 1/2	@ 9 1/2
Back fat.....	@ 19	@ 12
Boston butts.....	@ 22 1/2	@ 13
Boneless butts, cellar trim,	2@4	@ 28
Hocks.....	@ 14	@ 9
Tails.....	@ 13	@ 8
Neck bones.....	@ 7 1/2	@ 3
Slip bones.....	@ 14	@ 9
Blade bones.....	@ 18	@ 10
Pigs' feet.....	@ 7	@ 4
Kidneys, per lb.....	@ 13	@ 7
Livers.....	@ 16	@ 8
Brains.....	@ 10	@ 6
Ears.....	@ 7	@ 5
Snouts.....	@ 13	@ 6
Heads.....	@ 10	@ 6
Chitterlings.....	@ 7

DOMESTIC SAUSAGE

(Quotations cover fancy grades.)

Pork sausage, in 1-lb. cartons.....	@ 33 1/2	@ 27 1/2
Country style sausage, fresh in link.....	@ 27 1/2	@ 25 1/2
Country style sausage, fresh in bulk.....	@ 27 1/2	@ 25 1/2
Country style sausage, smoked.....	@ 29 1/2	@ 27 1/2
Frankfurters in sheep casings.....	@ 25 1/2	@ 23 1/2
Frankfurters in hog casings.....	@ 25 1/2	@ 23 1/2
Bologna in beef bungs, choice.....	@ 19 1/2	@ 18 1/2
Bologna in beef middles, choice.....	@ 20	@ 18 1/2
Liver sausage in beef rounds.....	@ 18 1/2	@ 17 1/2
Liver sausage in hog bungs.....	@ 22 1/2	@ 20 1/2
Smoked liver sausage in hog bungs.....	@ 20 1/2	@ 19 1/2
Head cheese.....	@ 27 1/2	@ 25 1/2
New England luncheon specialty.....	@ 21 1/2	@ 19 1/2
Minced luncheon specialty, choice.....	@ 21 1/2	@ 19 1/2
Tongue sausage.....	@ 21 1/2	@ 19 1/2
Blood sausage.....	@ 21 1/2	@ 19 1/2
Some.....	@ 21 1/2	@ 19 1/2
Polish sausage.....	@ 22 1/2	@ 20 1/2

DRY SAUSAGE

Cervelat, choice, in hog bungs.....	@ 41
Thuringer cervelat.....	@ 22
Farmer.....	@ 30
Holsteiner.....	@ 28
B. C. salami, choice, in hog bungs.....	@ 30
Milano salami, choice, in hog bungs.....	@ 43
B. C. salami, new condition.....	@ 23
Prisades, choice, in hog middles.....	@ 39
Genoa style salami.....	@ 47
Pepperoni.....	@ 37
Mortadella, new condition.....	@ 24
Capicola.....	@ 53
Italian style hams.....	@ 38
Virginia hams.....	@ 40 1/2

SAUSAGE MATERIALS

(F.O.B. CHICAGO.)

Regular pork trimmings.....	@ 16 1/2
Special lean pork trimmings.....	@ 19 1/2
Extra lean pork trimmings.....	@ 20 1/2
Pork cheek meat.....	@ 16
Pork hearts.....	@ 10 1/2
Pork livers.....	@ 10 1/2
Native boneless bull meat (heavy).....	10 1/2 @ 10 1/2
Shank meat.....	9 1/2 @ 10
Boneless chucks.....	@ 9 1/2
Beef trimmings.....	@ 8 1/2
Beef cheeks (trimmings).....	@ 8 1/2
Dressed canners, 350 lbs. and up.....	@ 7 1/2
Dressed cutter cows, 400 lbs. and up.....	@ 7 1/2
Dr. bologna bulls, 600 lbs. and up.....	@ 8
Pork tongues, cannon trim, S. P.....	@ 13

SAUSAGE IN OIL

Bologna style sausage, in beef rounds—	
Small tins, 2 to crate.....	\$6.50
Frankfurt style sausage in sheep casings—	
Small tins, 2 to crate.....	\$7.50
Smoked link sausage, in hog casings—	
Small tins, 2 to crate.....	\$6.75

BARRELED PORK AND BEEF

Mess pork, regular.....	@ 36.00
Family back pork, 24 to 34 pieces.....	@ 37.50
Family back pork, 35 to 45 pieces.....	@ 37.00
Clear back pork, 40 to 50 pieces.....	@ 39.00
Clear plate pork, 25 to 35 pieces.....	@ 34.00
Bean pork.....	@ 37.00
Brisket pork.....	@ 39.00
Plate beef.....	@ 25.00
Extra plate beef, 200-lb. bbls.....	@ 26.00

VINEGAR PICKLED PRODUCTS

Pork feet, 200-lb. bbl.....	\$18.75
Lamb tongue, short cut, 200-lb. bbl.....	45.00
Regular tripe, 200-lb. bbl.....	20.00
Honeycomb tripe, 200-lb. bbl.....	23.00
Pocket honeycomb tripe, 200-lb. bbl.....	26.00

DRY SALT MEATS

Clear bellies, 18@20 lbs.....	19 1/2 @ 20
Clear bellies, 14@16 lbs.....	@ 20
Rib bellies, 25@30 lbs.....	18 1/2 @ 19
Fat backs, 10@12 lbs.....	@ 17 1/2
Fat backs, 14@16 lbs.....	@ 18 1/2
Regular plates.....	@ 15 1/2
Jowl butts.....	@ 16 1/2

WHOLESALE SMOKED MEATS

Fancy reg. hams, 14@16 lbs. parchment	27 1/2 @ 28 1/2
Fancy skd. hams, 14@16 lbs. parchment	27 1/2 @ 28 1/2
Standard reg. hams, 14@16 lbs., plain.....	26 @ 27
Picnics, 4@8 lbs., short shank, plain.....	21 1/2 @ 22 1/2
Picnics, 4@8 lbs. long shank, plain.....	20 1/2 @ 21 1/2
Fancy bacon, 6@8 lbs., parchment paper.....	31 1/2 @ 32 1/2
Standard bacon, 6@8 lbs., plain.....	30 @ 31
No. 1 beef ham sets, smoked—	
Insides, 8@12 lbs.....	25 1/2 @ 26 1/2
Outsides, 5@9 lbs.....	22 1/2 @ 23 1/2
Knuckles, 5@9 lbs.....	23 1/2 @ 24 1/2
Cooked hams, choice, skin on, fattened.....	@ 42 1/2
Cooked hams, choice, skinless, fattened.....	@ 43
Cooked picnics, skin on, fattened.....	@ 29 1/2
Cooked picnics, skinned, fattened.....	@ 30 1/2
Cooked loin roll, smoked.....	@ 48

LARD

Prime steam, cash, Bd. Trade.....	@ \$14.45n
Prime steam, loose, Bd. Trade.....	@ 14.20ax
Refined lard, tierces, f.o.b. Chgo.....	@ 16 1/2
Kettle rend., tierces, f.o.b. Chgo.....	@ 16 1/2
Leaf, kettle, rendered, tierces,	
f.o.b. Chicago.....	@ 16 1/2
Neutral, in tierces, f.o.b. Chicago.....	@ 16 1/2
Compound veg., tierces, c.a.f.....	@ 12 1/2

OLEO OIL AND STEARINE

Extra oleo oil.....	12 1/2 @ 13
Prime No. 2 oleo oil.....	12 @ 12 1/2
Prime oleo stearine, edible.....	11 @ 11 1/2

TALLOW AND GREASES

Edible tallow.....	9 1/2 @ 9 1/2
Prime packers' tallow.....	7 1/2 @ 7 1/2
No. 1 tallow, 10% f.i.a.....	6 1/2 @ 6 1/2
Special tallow.....	7 1/2 @ 7 1/2
Choice white grease.....	8 1/2 @ 8 1/2
A-White grease, maximum 4% acid.....	7 1/2 @ 7 1/2
B-White grease, maximum 5% acid.....	6 1/2 @ 6 1/2
Yellow grease, 10@15%.....	6 1/2 @ 6 1/2
Brown grease, 40% f.i.a.....	5 1/2 @ 5 1/2

ANIMAL OILS

Prime edible.....	@ 19
Prime inedible.....	@ 13 1/2
Headlight.....	@ 13 1/2
Prime W. S.....	@ 13
Extra W. S.....	@ 12 1/2
Extra lard oil.....	@ 11 1/2
Extra No. 1.....	@ 11
No. 1 lard oil.....	@ 10 1/2
No. 2 lard oil.....	@ 10 1/2
Acidless tallow.....	@ 11
20% neatfoot.....	@ 16 1/2
Pure neatfoot.....	@ 13 1/2
Special neatfoot.....	@ 13
Extra neatfoot.....	@ 11 1/2
No. 1 neatfoot.....	@ 11 1/2
Oil weights 7 1/2 lbs. per gallon. Barrels contain about 50 gals. each. Prices are for oil in barrels.	

VEGETABLE OILS

Crude cottonseed oil, in tanks, f.o.b.	
Valley points, prompt.....	@ 9 1/2
White, deodorized, in bbls., f.o.b. Chgo.....	11 1/2 @ 11 1/2
Yellow, deodorized.....	11 1/2 @ 11 1/2
Soap stock, 50% f.i.a. f.o.b. mills.....	1 1/2 @ 2
Soy bean oil, f.o.b. mills.....	8.00 @ 8.2
Corn oil, in tanks, f.o.b. mills.....	9 1/2 @ 10
Cocconut oil, seller's tanks, f.o.b. coast.....	4 1/2 @ 4 1/2
Refined in bbls., f.o.b. Chicago.....	11 @ 11 1/2

OLEOMARGARINE

White animal fat, margarine, in 1-lb. cartons, rolls or prints, f.o.b. Chicago.....	@ 16
Nut, 1-lb. cartons, f.o.b. Chicago.....	@ 12
Puff paste.....	@ 15

PURE VINEGARS

A. P. CALLAHAN & COMPANY

2407 SOUTH LA SALLE STREET

CHICAGO, ILL.

CURING MATERIALS

	Cwt.	Sacks.
Nitrite of soda (Chgo. warehouse stock):		
1 to 4 bbls. delivered.....	\$9.10	
5 or more bbls. delivered.....	8.95	
Saltpeper, 1 to 4 bbls. f.o.b. N. Y.:		
Dbil. refined granulated.....	8.25	6.15
Small crystals.....	7.25	7.15
Medium crystals.....	7.62 1/2	7.50
Large crystals.....	8.00	7.75
Dbil. retd. gran. nitrate of soda.....	3.62 1/2	3.25
Salt per ton, in minimum car of 80,000 lbs. only, f.o.b. Chicago:		
Granulated.....	\$ 6.96	
Medium, air dried.....	9.46	
Medium, kiln dried.....	10.96	
Rock.....	6.782	
Sugar—		
Raw sugar, 96 basis, f.o.b. New Orleans.....	@3.20	
Second sugar, 90 basis.....	none	
Standard gran., f.o.b. refiners (2%).....	@5.10	
Packers' curing sugar, 100 lb. bags, f.o.b. Reserve, La., less 2%.....	@4.60	
Packers' curing sugar, 250 lb. bags, f.o.b. Reserve, La., less 2%.....	@4.50	

SPICES

(Basis Chicago, original bbls., bags or bales.)

	Whole.	Ground.
Allspice Prime.....	9 1/2	10 1/2
Resifted.....	11	11
Chili Pepper, Fancy.....	24	24
Chili Powder, Fancy.....	23 1/2	23 1/2
Cloves, Amboy.....	23	27
Madagascar.....	14	17
Zanzibar.....	15	18
Ginger, Jamaica.....	18	20 1/2
African.....	10	12
Mace, Fancy Banda.....	65	69
East India.....	60	64
E. I. & W. I. Blend.....	50	50
Mustard Flour, Fancy.....	24	24
No. 1.....	24	24
Nutmegs, Fancy Banda.....	24	24
East India.....	20	20
E. I. & W. I. Blend.....	18	18
Paprika, Extra Fancy.....	24	24
Fancy.....	23	23
Hungarian.....	28	28
Paprika Sweet Red Pepper.....	26 1/2	26 1/2
Pepper, Cayenne.....	21 1/2	21 1/2
Red Pepper, No. 1.....	16	16
Pepper, Black Alepp.....	10	11 1/2
Black Lampong.....	8	9 1/2
Black Tellicherry.....	10 1/2	12 1/2
White Java Muntok.....	14	15 1/2
White Singapore.....	13 1/2	15
White Packers.....	14	14

SEEDS AND HERBS

	Whole.	Sausage.
Caraway Seed.....	10 1/2	12 1/2
Celery Seed.....	24	20
Cominos Seed.....	15 1/2	18
Coriander Morocco Bleached.....	8	8 1/2
Coriander Morocco Natural No. 1.....	8 1/2	10 1/2
Mustard Seed, Cal. Yellow.....	8 1/2	10 1/2
American.....	7 1/2	9 1/2
Marjoram, French.....	30	34
Oregano.....	11	14
Sage, Dalmation Fancy.....	9	11
Dalmation No. 1 Fancy.....	8 1/2	10 1/2

SAUSAGE CASINGS

(F. O. B. CHICAGO.)

(Prices quoted to manufacturers of sausage.)

Beef Casings:	
Domestic rounds, 180 pack.....	@26
Domestic rounds, 140 pack.....	@35
Export rounds, wide.....	@50
Export rounds, medium.....	@33
Export rounds, narrow.....	@37
No. 1 weasands.....	@40
No. 2 weasands.....	@40
No. 1 bungs.....	@40
No. 2 bungs.....	@40
Middles, regular.....	@35
Middles, select, wide, 2 @ 2 1/2 in. diam.....	@50
Middles, select, extra wide, 2 1/2 in. and over.....	@70
Dried bladders:	
12-15 in. wide, flat.....	@50
10-12 in. wide, flat.....	@70
8-10 in. wide, flat.....	@50
6-8 in. wide, flat.....	@25
Hog casings:	
Narrow, per 100 yds.....	2.50
Narrow, special, per 100 yds.....	2.45
Medium, regular.....	2.35
Wide, per 100 yds.....	1.80
Extra wide, per 100 yds.....	1.25
Export bungs.....	.20
Large prime bungs.....	.22
Medium prime bungs.....	.13
Small prime bungs.....	.18
Middles, per set.....	.18
Stomachs.....	.08

COOPERAGE

Ash pork barrels, black hoops.....	\$1.25	@1.27 1/2
Ash pork barrels, galv. hoops.....	1.32 1/2	@1.35
Oak pork barrels, black hoops.....	1.15	@1.17 1/2
Oak pork barrels, galv. hoops.....	1.22 1/2	@1.25
White oak ham tierces.....	2.02 1/2	@2.05
Red oak lard tierces.....	1.77 1/2	@1.80
White oak lard tierces.....	1.87 1/2	@1.90

NEW YORK MARKET PRICES

LIVE CATTLE

Steers, good 1,335-lb. grassers.....	\$ 9.25
Steers, medium, 1,325-1,350 lbs.....	8.50 @ 8.75
Cows, common and medium.....	4.50 @ 5.75
Cows, cutter and low cutter.....	3.00 @ 4.25

LIVE CALVES

Vealers, choice.....	\$ 12.50
Vealers, good.....	@ 7.50
Vealers, common and medium.....	5.50 @ 7.00

LIVE LAMBS

Lambs, good and choice.....	\$10.00 @ 10.25
Lambs, common.....	@ 6.50
Ewes.....	4.75 down

LIVE HOGS

Hogs, 197-lb. aver., choice and good.....	\$ 10.00
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DRESSED BEEF

City Dressed.

Choice, native, heavy.....	19 @ 20 1/2
Choice, native, light.....	19 @ 20
Native, common to fair.....	17 @ 18 1/2

Western Dressed Beef.

Native steers, 600 @ 800 lbs.....	18 @ 19 1/2
Native choice yearlings, 440 @ 600 lbs.....	16 @ 17 1/2
Good to choice heifers.....	17 @ 18
Good to choice cows.....	15 @ 16
Common to fair cows.....	13 @ 14
Fresh bologna bulls.....	11 @ 12

BEEF CUTS

	Western.	City.
No. 1 ribs.....	24 @ 26	25 @ 27
No. 2 ribs.....	21 @ 23	22 @ 24
No. 3 ribs.....	17 @ 20	18 @ 21
No. 1 loins.....	30 @ 32	32 @ 33
No. 2 loins.....	26 @ 28	28 @ 30
No. 3 loins.....	22 @ 24	22 @ 24
No. 1 hinds and ribs.....	21 @ 22	21 @ 23
No. 2 hinds and ribs.....	18 @ 20	18 @ 20
No. 1 rounds.....	17 @ 18	17 @ 18
No. 2 rounds.....	16 @ 17	16 @ 17
No. 3 rounds.....	15 @ 16	15 @ 16
No. 1 chucks.....	16 @ 18	17 @ 18
No. 2 chucks.....	15 @ 16	16 @ 17
No. 3 chucks.....	13 @ 14	14 @ 15
Bolognas.....	11 @ 12	11 @ 12
Rolls, reg. 6 @ 8 lbs. avg.....	23 @ 25	23 @ 25
Rolls, reg. 4 @ 6 lbs. avg.....	18 @ 20	18 @ 20
Tenderloins, 4 @ 6 lbs. avg.....	50 @ 60	50 @ 60
Tenderloins, 5 @ 6 lbs. avg.....	50 @ 60	50 @ 60
Shoulder clods.....	12 @ 14	12 @ 14

DRESSED VEAL

Good.....	17 @ 18
Medium.....	15 @ 17
Common.....	13 @ 15

DRESSED SHEEP AND LAMBS

Lambs, prime to choice.....	18 @ 19
Lambs, good.....	17 @ 18
Lambs, medium.....	15 @ 17
Sheep, good.....	10 @ 11
Sheep, medium.....	7 @ 10

DRESSED HOGS

Hogs, good to choice.....	\$19.00 @ 20.00
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FRESH PORK CUTS

Pork loins, fresh, Western, 10 @ 12 lbs.....	25 @ 26
Pork tenderloins, fresh.....	35 @ 36
Pork tenderloins, frozen.....	30 @ 32
Shoulders, Western, 10 @ 12 lbs. avg.....	20 @ 21
Butts, boneless, Western.....	25 @ 26
Butts, regular, Western.....	24 @ 25
Hams, Western, fresh, 10 @ 12 lbs. avg.....	23 @ 24
Picnic hams, Western, fresh, 6 @ 8 lbs. average.....	18 @ 19
Pork trimmings, extra lean.....	23 @ 24
Pork trimmings, regular 50% lean.....	20 @ 21
Spareribs.....	18 @ 18 1/2

SMOKED MEATS

Regular hams, 8 @ 10 lbs. avg.....	28 @ 29
Regular hams, 10 @ 12 lbs. avg.....	28 @ 29
Regular hams, 12 @ 14 lbs. avg.....	28 @ 29
Skinned hams, 10 @ 12 lbs. avg.....	28 1/2 @ 29 1/2
Skinned hams, 12 @ 14 lbs. avg.....	28 1/2 @ 29 1/2
Skinned hams, 16 @ 18 lbs. avg.....	27 1/2 @ 28 1/2
Skinned hams, 18 @ 20 lbs. avg.....	26 1/2 @ 27 1/2
Picnics, 6 @ 8 lbs. avg.....	23 @ 24
Pork pickled bellies, 6 @ 12 lbs. avg.....	22 @ 23
Bacon, boneless, Western.....	34 1/2 @ 35 1/2
Bacon, boneless, city.....	33 1/2 @ 34 1/2
Rollettes, 8 @ 10 lbs. avg.....	22 @ 23
Beef tongue, light.....	23 @ 25
Beef tongue, heavy.....	25 @ 27

FANCY MEATS

Fresh steer tongues, untrimmed.....	14c a pound
Fresh steer tongues, l. c. trimmed.....	28c a pound
Sweetbreads, beef.....	35c a pound
Sweetbreads, veal.....	70c a pair
Beef kidneys.....	15c a pound
Mutton kidneys.....	4c each
Livers, beef.....	29c a pound
Oxtails.....	16c a pound
Beef hanging tenders.....	25c a pound
Lamb fries.....	10c a pair

BUTCHERS' FAT

Shop fat.....	@ 2.50 per cwt.
Breast fat.....	@ 2.25 per cwt.
Edible suet.....	@ 5.00 per cwt.
Inedible suet.....	@ 3.50 per cwt.

GREEN CALFSKINS

	5-9	9 1/2-12 1/2	12 1/2-14	14-18	18 up
Prime No. 1 veals.....	18	2.30	2.50	2.55	3.00
Prime No. 2 veals.....	17	2.15	2.35	2.40	2.75
Buttermilk No. 1.....	15	2.00	2.20	2.25
Buttermilk No. 2.....	14	1.90	2.10	2.15
Branded grubby.....	9	1.20	1.35	1.40	1.65
Number 3.....	9	1.20	1.35	1.40	1.65

BONES AND HOOFS

	Per ton.
Round shins, heavy.....	\$75.00
light.....	60.00
Flat shins, heavy.....	60.00
light.....	55.00
White hoofs.....	75.00
Black and striped hoofs.....	40.00

PRODUCE MARKETS

BUTTER.

	Chicago.	New York.
Creamery (92 score).....	@ 27 1/2	28 1/2 @ 28 3/4
Creamery (90-91 score).....	@ 27 1/2	28 @ 28 1/2
Creamery firsts (88-89 score).....	25 1/2 @ 26 1/2	27 @ 27 1/2

EGGS.

Extra firsts.....	@ 28 1/2
Firsts, fresh.....	@ 28	@ 27
Standards.....	@ 28 1/2

LIVE POULTRY.

Fowls.....	11 @ 20	16 @ 23
Chickens, light.....	15 @ 19 1/2	17 @ 23
Chickens, heavy.....	18 @ 19 1/2	17 @ 23
Turkeys.....	16 @ 22	14 @ 23
Ducks.....	10 @ 17	11 @ 16
Geese.....	10 @ 15	11 @ 16

DRESSED POULTRY.

Fryers, 31-42, fresh.....	23 @ 23 1/2	@ 23 1/2
Roasters, 43-54, fresh.....	23 @ 23 1/2	23 1/2 @ 24
Roasters, 55 & up, fresh.....	24 @ 24 1/2	23 1/2 @ 26 1/2
Fowls, 31-47.....	17 1/2 @ 19 1/2	19 @ 21
48-59.....	20 1/2 @ 22 1/2	22 @ 23 1/2
60 and up.....	23 1/2 @ 24	@ 24 1/2

BUTTER AT FIVE MARKETS

Wholesale prices of 92 score butter at Chicago, New York, Boston, Philadelphia, and San Francisco, week ended Oct. 17, 1935:

	Oct. 11	12	14	15	16	17
Chicago.....	26 1/2	Holiday	26 1/2	27	27	27 1/2
New York.....	27 1/2	Holiday	28	28 1/2	28 1/2	28 1/2
Boston.....	28 1/2	Holiday	28 1/2	28 1/2	28 1/2	29 1/2
Phila.....	28 1/2	Holiday	29	29 1/2	29 1/2	29 1/2
San Fran.....	30 1/2	Holiday	31	31	31	31

Wholesale prices carlots—fresh centralized carlots—90 score at Chicago:

	20 1/2	Holiday	26 1/2	27	27
Receipts of butter by cities (tubs):					

	This week.	Last week.	Last year.	—Since Jan. 1— 1935.
Chicago.....	30,272	37,000	35,467	2,768,338
N. Y.....	40,304	36,933	50,820	2,704,308
Boston.....	18,084	15,120	17,577	883,738
Phila.....	14,290	12,758	16,440	941,712

Total 102,950 101,831 120,904 7,488,006 7,781,051

Cold storage movement (lbs.):

	In	Out	On hand	Same week day
	Oct. 17.	Oct. 17.	Oct. 18.	last year.
Chicago.....	156,033	225,934	45,853,982	36,555,489
N. Y.....	122,500	381,502	15,192,716	9,807,697
Boston.....	12,864	48,344	5,894,388	4,468,407
Phila.....	3,720	107,643	3,145,389	3,751,708
Total.....	295,417	763,423	70,176,475	54,563,801

CLASSIFIED ADVERTISEMENTS

Advertisements on this page, \$3.00 an inch for each insertion. Position Wanted, special rate, \$2.00 an inch for each insertion. Minimum Space 1 inch, not over 48 words, including signature or box number. No display. Remittance must be sent with order.

Men Wanted

Beef Man

Independent packer with excellent facilities is seeking the services of beef man experienced in buying and selling. Applicant should give complete information on experience, education, age, general qualifications, and past income. W-138, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago, Ill.

Sales Manager

Wanted by midwestern packer, sales manager to take charge of sales to retailers and jobbers; actual selling experience on provisions, sausage and fresh meat. Must be capable of handling and directing salesmen, also must be a price getter and a worker; state age, past experience and salary expected. Also names of previous employers. This is a real opportunity for the right man. W-133, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago.

Salesman

Wanted, full- or part-time salesman who knows the retail meat trade to sell \$2.50 device. Only five sales a day will net you \$40.50 a week. For full information write THE ROSE CO., 4803 South 6th St., Louisville, Ky.

Executive

Independent group of stock men, about to operate packing plant in section of middle South West where production of cattle and hogs is plentiful, seek the association of a major packinghouse operator; such an executive is probably now employed. Give complete information as to experience, education, past income. W-157, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago.

Position Wanted

Superintendent

Want position as superintendent. Practical experience covering beef and pork: killing, cutting, curing, etc. Can produce results with least labor cost. Will go anywhere. Can furnish references from past employers. W-159, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago.

Salesman

Progressive packinghouse salesman is interested in making connection with reliable packer on brokerage basis. Will require from one to three cars weekly. Necessary have complete line of beef and pork products as well as casings. W-152, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago.

Sausagemaker

Position wanted by sausagemaker and butcher. Good all-round man capable of making first-class products. German, 34 years old, steady and sober. Available immediately. Good references. W-154, THE NATIONAL PROVISIONER, 300 Madison Ave., New York City.

Sausage Foreman

Position wanted by sausagemaker with long experience making quality sausage and meat products. Can take charge of curing and smoking department and produce satisfactory results. Available at once. W-155, THE NATIONAL PROVISIONER, 300 Madison Ave., New York City.

Position Wanted

Profit in All-Beef Sausage

Scarcity and high prices of pork have hurt sausage profits. Did you know you could make all-beef sausage products and increase your margins? Expert on quality sausage and specialties who can do this is now available. W-151, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago.

Experience for Sale

Middle-aged man, 25 years' experience, wants position. Well recommended, steady. Has been superintendent. Knows time-study, efficiency work, plant council, etc.; killing, cutting, sausage manufacture. Foreman in most departments. Has new product and operating economy standards. Add new blood to organization. Experience Middle West and Pacific Coast. Results guaranteed. W-148, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago.

First-Class Sausagemaker

Position wanted by first-class sausagemaker with many years' experience as foreman and sausagemaker. Will do the work as well as supervise, if necessary. W-149, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago, Ill.

Sausage Foreman

Position wanted by first-class sausagemaker with many years' experience on German and American style products. Complete charge of sausage department in small plant. Will go anywhere. W-139, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago, Ill.

Sausage Foreman

Expert on quality sausage and specialties, including Kosher line. Long experience on both quality and price products. Will guarantee to produce results. Age 40, married. Good, clean record. W-140, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago, Ill.

Sausage Foreman

Can you use volume business plus quality line of sausage and specialties? I can produce this for you quickly and profitably. Thoroughly experienced with old and modern methods. Age 40, married, dependable, good references. W-147, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago, Ill.

Your Sales Problems

Your sales problems can be solved. The time to prepare for new outlets is before livestock receipts increase production and find us looking for a new market. Your sales program must be changed and your salesmen given a new selling technique. Sales executive with 18 years' experience in packinghouse sales promotion and contact with and training of salesmen is now available; car routes and branch houses. W-142, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago, Ill.

Need a good man?
Take advantage of these
opportunities!

Equipment For Sale

Packinghouse Equipment for Sale

Item No.	Quantity	Article
1	2	5 ft. x 10 ft. Laabs cookers, each with 25-h.p. motor, percolator and vacuum pump.
2	2	300-ton Anco No. 614 hydraulic presses each with steam hydraulic pump.
3	1	No. 1 V. D. Anderson Expeller with conditioning trough and 15-h.p. motor, silent chain drive.
4	1	B Grinder with fan and cyclone collector and 75-h.p. motor.
5	1	No. 610 "BOSS" 12-inch 15 plate filter press.
6	2	6 ft. x 9 ft. prime steam tanks each with 12 inch screw type gate valve. 1-6x8 tank as above. 1-5x9 tank as above.
7	600	No. 6 "BOSS" Hog Trolleys.
	600	Wood hog gambrels.
8	1	Steam Jacketed Lard Melting Kettle, 6 ft. 2 in. inside diameter by 45 in. deep inside, with agitator for pulley drive. (40-lb. working pressure).
	1	Lard Melting Kettle, same as above 5 ft. 0 in. inside diameter by 5 ft. 3 in. deep.
10	150	3-station, double-rod, double roller, Ham and Bacon Trees.
11	1	No. 172 "BOSS" Backfat Skinner, with 2-h.p. motor.
14	1	No. 53 "BOSS" Regular "U" Dehaier with 20-h.p. motor, capacity 225 hogs per hour.
16	1	"BOSS" Sr. Belly Roller with 2-h.p. motor.
17	3	No. 385 size 3 Beef Holsts.
18	8	Calf Head Holders.
19	3	No. 362 Low Frame Friction Drop-pers with dropper hooks and housings.
20	1	No. 90 Pulley Drive Ice Crusher.
21	1	No. 459 size 166 "BOSS" Meat Grind-er with 15-h.p. motor.
22	1	No. 176 "BOSS" Grinder with tight and loose pulleys.
23	1	43 in. Buffalo Silent Cutter with 25-h.p. motor.
24	1	No. 4 Buffalo Mixer, 1,000 lb. capacity, with 10-h.p. motor.
25	1	No. 4 Hottmann Cutter and Mixer with flexible coupling ready for 50-h.p. 900 r.p.m. motor.
26	2	400 lb. capacity Randall Stuffers.
27	1	200 lb. Mechanical Air Stuffer.
28	1	Double (steel) Sausage Cook Box, 8 ft. long by 45 in. wide by 33 in. deep with center partition and perforated steel counter weighted lids.
29	1	Steam jacketed cooking kettle, 40 in. diameter by 33 in. deep inside (40 lb. working pressure).
	1	Steam jacketed cooking kettle, 47 in. diameter by 33 in. deep inside. (40 lb. working pressure).
31	1	U. S. Bacon Slicer.
34	1	Anco hog casing cleaning machine with 3-h.p. motor.
35	1	No. 50 Anco belly roller with 32-in. rolls and 3-h.p. motor.
36	1	4 ft. x 9 ft. direct expansion Anco lard roll with 7½-h.p. motor; also pump and draw-off line.
37	1	36-in. Band Saw with moving top table and 5-h.p. motor.
38	1	No. 587 Anco Viscera table, 24 ft. 6 in. long, 4 ft. 6 in. high with nineteen 30-in. x 30-in. Monel Metal Pans.

All the motors above for 60-cycle, 3-phase, 220-volt, alternating current, and include starters with overload and no voltage protection.

FS-126,

THE NATIONAL PROVISIONER,
407 S. Dearborn St., Chicago, Ill.

Rath's
from the Land O' Corn

BLACK HAWK HAMS AND BACON
PORK - BEEF - VEAL - LAMB
Straight and Mixed Cars of Packing House Products
THE RATH PACKING CO., WATERLOO, IOWA

Hunter Packing Company
East St. Louis, Illinois
Straight and Mixed Cars
of Beef and Provisions

NEW YORK OFFICE
410 W. 14th Street

REPRESENTATIVES:
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F. C. Rogers, Philadelphia



Krey's
St. Louis
Shippers of Straight and Mixed Cars
Pork — Beef — Sausage — Provisions
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M. Weinstein Co., Philadelphia, Pa. {Baltimore, Md.

HORMEL
GOOD FOOD

Main Office and Packing Plant
Austin, Minnesota

Equipment For Sale

Packinghouse Equipment
Having purchased the packing plant of The Lancaster Packing Company, I have all the machinery and equipment to offer for sale. Anyone interested can get complete list and descriptions by writing George H. Alten, P. O. Box 426, Lancaster, Ohio.

Equipment For Sale

Reconstructed Sausage Machinery
For sale, one 500-lb. "Buffalo" air stuffer; 1 No. 38-B "Buffalo" silent cutter with motor; 1 No. 66-B "Buffalo" grinder with motor. Thoroughly overhauled and in perfect condition. FS-146, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago, Ill.

Miscellaneous For Sale

Packer Horse Hide Fronts
We offer fresh extra quality, washed packer horse hide fronts out of first new salt. Car or LCL lots. Chicago freight. FS-158, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago, Ill.

Machinery for Sale
Brennan shoulder choppers, Enterprise meat grinders, "Boss" meat mixers, "Buffalo" silent cutters, rendering tanks, hammer mills, filter presses, dryers, evaporators, aluminum and copper steam jacketed kettles, filling and labeling machines. We buy your idle equipment. LOEB EQUIPMENT SUPPLY CO., 618 West Lake St., Chicago.

Steam Driven Pumps for Sale
1 Barr 5 1/4 in. x 3 1/4 in. x 5 in. duplex, cost \$180, sale price \$75; 1 Deane, double-action, 7 1/2 in. x 5 in. x 6 in., cost \$240, sale price \$100; 1 Worthington, double-action, 6 in. x 4 in. x 6 in., cost \$170, sale price \$75; 1 Union, single-action, 5 in. x 3 in. x 6 in., cost \$90, sale price \$40; 1 Blake duplex, 4 1/2 in. x 2 1/2 in. x 4 in., cost \$160, sale price \$45; 1 Knowles, No. 000, cost \$30, sale price \$10. HAFLEIGH & COMPANY, Buchanan, Va.

Plant for Sale

Packing Plant
For sale, Riverside Packing Company's plant at Fort Worth, Texas, situated on five acres of land just outside city limits; city inspection, no city tax. Plant only sixty days old. Plant has two large coolers, large sausage room and is equipped with all latest electrically-driven machinery. Write UNION BANK AND TRUST CO., Fort Worth, Texas.

Equipment for Sale

MACHINERY BARGAINS: 3—Mechanical Mfg. Meat Mixers, 1—M. & M. Hog, 1—Lard Filter Press, 2—Steam Tube Dryers, 6' x 35', 5—Cooking Kettles. Miscellaneous: Lard Rolls, Cutters, Rendering Tanks, Hammer Mills, Ice Machines, Boilers, Pumps, etc.

What Idle Machinery have you for sale?

CONSOLIDATED PRODUCTS COMPANY, INC.
14-19 Park Row, New York City

Miscellaneous Wanted

Pig Skin Strips Wanted
We will pay 8c delivered Chicago for any quantities of D. S. back strips, measuring 5 inches by 15 inches and over, suitable for tanning. Will buy for either immediate or later shipment. Telegraph or write us your offerings.

E. G. JAMES CO.
Provision Brokers.
332 S. La Salle St., Chicago, Ill.

Equipment Wanted

Equipment Wanted
Wanted, 100-lb. air stuffers. W-156, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago.

Dispose of your surplus equipment through **THE NATIONAL PROVISIONER** "Classified" ads.

Watch the Classified Ads. for Opportunities.

INDEX

TO ADVERTISERS

Adler Company, The.....	4, 5	Halsted & Co., E. S.....	208	Rath Packing Co., The.....	72, 213
Allbright-Nell Co., The.....	3rd Cover	Ham Boiler Corporation.....	151	Republic Steel Corp.....	*
Aluminum Cooking Utensil Co.....	14	Hately Bros. Co.....	188	Rhineland Paper Company.....	29
American Can Co.....	51	Heekin Can Co., The.....	*	Rogers, F. C.....	66, 204
American Soya Products Corp.....	*	Henschien, H. Peter.....	149	Rosenthal, Ben H. & Co.....	215
Anderson, V. D. Co.....	*	Hoffman, J. S. Co.....	64		
Arbogast & Bastian Co.....	208	Hollenbach, Chas., Inc.....	74		
Armour and Company.....	78	Hormel & Co., Geo. A.....	154, 213	Salzman Casings Corp.....	209
Armstrong Cork Products Co.....	*	Houston Packing Co.....	56	Sander Mfg. Co., Inc.....	46
		Hunter Packing Co.....	152, 213	Sayer & Co., Inc.....	54
		Hygrade Food Products Corp.....	157	Schluderberg, Wm.-T. J. Kurlie Co.....	215
				Schneider, Geo. J. Mfg. Co.....	208
Baker Ice Machine Co., Inc.....	*			Schweisheimer & Fellerman.....	209
Bemis Bro. Bag Co.....	199	Independent Casing Co.....	61	Seelbach, K. C. Co., Inc.....	202
Best & Donovan.....	44	Industrial Chemical Sales Co.....	68	Self-Locking Carton Co.....	*
Boos, John & Co.....	208	International Harvester Co.....	*	Shellabarger Grain Products Co.....	55
Brady, McGillivray & Mulloy.....	204	International Salt Company.....	32	Silvery, Nicholas.....	*
Brand Bros., Inc.....	24			Smith, Brubaker & Egan.....	204
Brecht Corporation.....	8	Jackle, Geo. H.....	204	Smith's Sons Co., John E.....	2nd Cover, 3
Brecht Corporation, The.....	9	Jamison Cold Storage Door Co.....	155	Solvay Sales Corp.....	57
Brennan, The P. Co.....	62	Johns-Manville Corporation.....	43	Sparks, H. L. & Co.....	200
Brown Corp.....	187	Jourdan Process Cooker Co.....	21	Specialty Manufacturers Sales Co.....	10, 11
Burnette Co., C. A.....	*			Sprague-Sells Corp.....	182
				Stahl-Meyer, Inc.....	73
Cahn, Fred C.....	4, 5	Kahn's Sons Co., E.....	62	Staley Sales Corp.....	Insert 75, 76
Callahan & Co., A. P.....	53, 210	Kalamazon Vegetable Parchment Co.....	*	Standard Oil Co.....	145
Calvert Machine Co.....	*	Keebler Engineering Co.....	20	Standard Pressed Steel Co.....	16
Case's Pork Pack.....	*	Kennett-Murray & Co.....	156, 200	Stange Co., Wm. J.....	158
Chelsea Fan & Blower Co.....	182	Kingan & Co.....	148	Stedman's Foundry & Machine Works.....	*
Chili Products Corp., Ltd.....	*	Kold-Hold Mfg. Co.....	45	Stein-Hall Mfg. Co.....	33
Christensen & McDonald.....	204	Krey Packing Co.....	66, 213	Stevenson Cold Storage Door Co.....	155
Cincinnati Butchers' Supply Corp.....	6, 7			Stokes & Dalton.....	208
Columbus Packing Co.....	152, 215	Laudenslager, J. K., Inc.....	202	Superior Packing Co.....	72
Commodity Appraisal Service.....	155	Legg, A. C., Packing Co.....	37	Sutherland Paper Co.....	*
Continental Can Co.....	Insert 69	Levi & Co., Berth.....	*	Swift & Company.....	4th Cover
Continental Electric Co.....	48	Levi & Co., Harry.....	209	Sylvania Industrial Corp.....	71
Cork Insulation Co.....	*	Libby, McNeill & Libby.....	52		
Crane Company.....	*	Liberty Provision Co.....	*	Taylor Instrument Companies.....	19
Crescent Mfg. Co.....	190	Lidseen, Gustave, Inc.....	202	Theurer-Norton Provision Co.....	73
Cudahy Packing Co., Inc.....	59	Link-Belt Co.....	77	Theurer Wagon Works.....	40
		Live Stock National Bank.....	*	Thomas-Albright Co.....	46
		Lorenz, Lucas L.....	202	Tovrea Packing Co.....	180
Daniels Mfg. Co.....	143	Lovejoy Tool Works.....	*	Transparent Package Co.....	*
Decker, Jacob E. & Sons.....	56			Trenton Mills Incorporated.....	48
Dexter Folder Co.....	28	McCord Radiator & Mfg. Co.....	49	Trunz Pork Stores, Inc.....	180
Diamond Crystal Salt Co.....	*	McMurray, L. H.....	200		
Diamond Iron Works.....	*			Union Steel Products Co.....	38
Dold Packing Co., Jacob.....	154, 215	Manaster, Harry & Bro.....	*	United Cork Companies.....	31
Dry-Zero Corporation.....	*	Massachusetts Importing Co.....	209	United Dressed Beef Co.....	215
Dubuque Steel Products Co.....	*	Mather Stock Car Co.....	42	United States Cold Storage & Ice Co.....	42
Du Pont Cellophane Co.....	144	May Casing Co.....	65	United Steel & Wire Co.....	204
Durr Packing Co., C. A.....	58, 215	Mayer & Sons Co., H. J.....	146, 147		
		Mayer, Oscar & Co.....	150	Valatie Mills Corporation.....	48
Early & Moor, Inc.....	209	Meyer Packing Co., H. H.....	148	VanLoan & Co., Inc.....	52
East Tennessee Packing Co.....	60	Midland Paint & Varnish Co.....	204	Vegetable Juices, Inc.....	190
Edge Moor Iron Co.....	192	Mitts & Merrill.....	*	Vilter Mfg. Co.....	30
Everhot Mfg. Co.....	Insert 70	Mongolia Importing Co., Inc.....	63	Visking Corporation.....	Insert 35, 36
		Morrell & Co., John.....	153	Vogt & Sons, Inc., F. G.....	208
Fairbanks, Morse & Co.....	*	Moto Meter Gauge & Eq. Corp.....	22		
Fee Corporation.....	182	Murray Iron Works Co.....	50	W-W Grinder Corp.....	204
Felin & Co., John J.....	58, 215			Wald Mfg. Co.....	*
Firestone Tire & Rubber Co.....	*	Nuckolls Packing Co.....	150	West Carrollton Parchment Co.....	*
Fischer, Henry Packing Co.....	60			Westinghouse Elec. & Mfg. Co.....	26
Forbes, Jas. H. Tea & Coffee Co.....	190	O'Lena Knitting Mills.....	190	Weston Trucking & For. Co.....	187
Ford Motor Co.....	187	Omaha Packing Co.....	209	Whitney & Ford Co.....	50
French Oil Mill Machinery Co.....	192	Oppenheimer Casing Co.....	*	Williams Patent Crusher & Pulv. Co.....	*
Frick Co., Inc.....	40			Wilmington Provision Co.....	208
Fried & Reineman Packing Co.....	74	Patent Casing Co.....	65	Wilson & Bennett Mfg. Co.....	12, 13
		Paterson Parchment Paper Co.....	34	Wilson & Co.....	67
General Electric Co.....	15, 41	Peters Machinery Co.....	25	Worcester Salt Co.....	*
General Frigid Trans. Corp.....	47	Pincus, Albert A., Inc.....	209	Worcester Tram Rail Co.....	44
General Motors Truck Co.....	*	Powers Regulator Co.....	*	Worthington Pump & Mch. Corp.....	23
General Tire & Rubber Co.....	*	Pressed Steel Tank Co.....	18	Wynantskill Mfg. Co.....	*
Globe Co., The.....	39				
Gobel, Adolf, Inc.....	64	Randall, R. T. & Co.....	38	Yale & Towne Mfg. Co.....	27
Gray, P. G. Co.....	156			Yeager Con.....	54
Griffith Laboratories.....	17				
Gruendler Cr. & Pulv. Co.....	192				

*Regular Advertisers Appearing at various intervals.

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The Columbus Packing Company



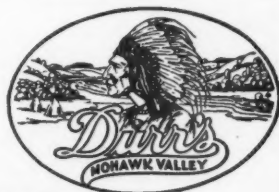
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Hams
Bacon
Lard
Delicatessen

The National Provisioner

THE MAGAZINE OF THE

Meat Packing and Allied Industries

Volume 93

OCTOBER 26, 1935

Number 17



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Vice Pres. and Treasurer

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Vice Pres. and Mgr. Adv. Sales

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Los Angeles, Calif.

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Manager

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Daily Market Service
(Mail and Wire)

"THE NATIONAL PROVISIONER
DAILY MARKET SERVICE" reports
daily market transactions and
prices on provisions, lard, tal-
lows and greases, sausage ma-
terials, hides, cottonseed oil,
Chicago hog markets, etc.

For information on rates and
service address The National
Provisioner Daily Market Serv-
ice, 407 S. Dearborn St., Chicago.

PACKERS' *Convention* SUMMARIZED

	Page
EDITORIAL REVIEW— <i>In Their Own Hands!</i>	79
LEADERS' VIEWS—Chairman Hunter Advises Caution	83
New Leader Gives Advice	121
President Woods Sums Up	174
LIVESTOCK SUPPLIES—Expert Gives the Outlook	92
LIVESTOCK PRODUCERS' ATTITUDE—A Leader Speaks	109
PROCESSING TAX—Legal Status of AAA Outlined	111
TRADE OUTLOOK—Views from East and West	102, 103
BEEF AND PORK SITUATION—Reviews of Both	104, 106
SALES PROBLEMS—Sales Executive Outlines Them	99
DISTRIBUTION—An Authority Reviews It	84
MEAT EDUCATION—A Big Job Well Done	116
PUBLIC RELATIONS—What Institute Is Doing	123

SECTION MEETINGS

	Page		Page
Operations	131	Sales and Advertising	135
Engineering	132	Sausage	139
Chemistry	133	Livestock	134

CONVENTION FEATURES

Trade Exhibits	159-163	Packers' Banquet	128
Hospitality Headquarters	164, 166	Dinner Dance	142
Convention Scenes	81, 85, 137, 141, 165, 167	Sausage Luncheon	141
Notes About People	142, 166, 168-173	Candid Camera	81-173

NEWS AND MARKET FEATURES

AAA to Be Permanent	181	Processing Tax in Courts	179
Farmers Vote on Program	181	Packer Investigation Begins	179
MARKETS—			
Provisions and Lard	189	Hides and Skins	197
Tallow and Greases	193	Livestock Markets	198
Vegetable Oils	195	Closing Markets	196
MARKET PRICES—			
Chicago Markets	210	Cash and Future Prices	191
New York Markets	211	Hides and Skins Prices	196
PROCESSING PROBLEMS	184	CHICAGO NEWS	203
REFRIGERATION NOTES	186	NEW YORK NEWS	203
FINANCIAL	200	RETAIL SECTION	206



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